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BUS, ADM.

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# What is the most valuable





Since the publication of letters from Messrs. Tetmal, Ltd. and the Palmolive Company, Ltd. in support of our claim that the Front Cover of "John Bull" is the most valuable advertising space in Britain, a number of Advertisers have written contending that the spaces they use inside "John Bull" are even more profitable to them than the front cover would be. Selections from these letters will be issued in due course.





Philip Emanuel, Advertisement Director, ODHAMS PRESS LIMITED, 57 - 59, Long Acre, W.C.2 Telephone: GERRARD 9870 (14 lines).







The paper of all the best people in Nottinghamshire, Derbyshire, Leicestershire, Lincolnshire and Rutland—

The Aottingham Guardian



London Office: 59, FLEET STREET, E.C.4
(Mr. H. E. Popham)

#### AUTUMN APPROPRIATIONS

INCLUDE THE

#### OLDHAM CHRONICLE

THE ONLY NET SALE PAPERS IN THAT AREA.

# The Advertiser's Weekly THE ORGAN OF BRITISH ADVERTISING

OLDHAM
CHRONICLE
EVENING & WEEKLY
ADVERTISE
IN INDUSTRIAL
QUDHAM.

Vol. 52

FRIDAY, OCTOBER 1, 1926

No. 695

## The Week in Advertising

Empire Marketing Board's Plans—Reciprocity in the Dominions—Representatives and Agents.

ITHIN a very few hours details are to be issued by Empire Marketing Board of its first allotment of funds under the Government scheme for encouraging Imperial trade. We understand that the chairman of the Board, Mr. Ormsby-Gore, is to make public the extent to which the Board has surveyed the position and the plans it proposes to follow for the opening weeks of the cam-paign. It is already known that active assistance has been given by the Board to some movements. The Dominions have been offered space rented by the Board at the Imperial Fruit Show at the Holland Park Hall at the end of the month. Assistance has also been given for the encouragement of the windowdressing competition among fruit-And although erers in London. no announcement has yet been made, it is also understood that research grants have been made through the Ministry of Agriculture for special work of Imperial importance at the Universities and certain technical establishments.

The branding of Empire goods is also to be the subject of special experiment for which funds will be supplied by the Board. All this preliminary work will be supplemented by a widespread advertising campaign. It will be educational publicity devoted to selling the idea of Empire goods rather than to selling specific goods. The full details of the proposals will be published in the next issue of the WEEKLY.

It is sometimes asked, in this connection, why the mother country should be spending all this money on developing trade for the Dominions, and why the Dominions do not do something themselves.

It is, therefore, satisfactory to find that a reciprocal movement is taking place overseas. The New Zealand Drapers, Clothiers and Boot Retailers' Federation has been running full-page advertisements

THIS WEEK'S PAPER
WITH ADVERTISING
DISPLAY for OCTOBER

Programme of Manufacturers'
Conference

Final Arrangements and List of Speakers

Annual Meeting of the Advertising Association

An Interview with Lt. - Col. Lawson

An Instalment Selling Enquire
Within—By Cecil Chisholm
Reducing the Credit Risk for the
Retailer

Turning a Manufacturing Necessity into a Strong Selling Point — By Leslie Lewis

The Story of the Campaign for the New Morris Cars

Appealing to the Child Shopper in Song—By Fernand Marteau

A Novel Campaign for a Belgian

Coffee

Latest Development in Mr. William Harrison's Purchases

And all Regular Features

Ad. News in Brief
Publication Notes and News
Good Ideas for Advertisers.
Advertiser's Gazette
Current Advertising
We Hear, etc.

THE ADVERTISER'S WEEKLY
66, Shoe Lane, London, E.C.4.

in the trade paper to draw the attention of its members to the need for co-operation in this work. A British Empire Trade Week has been inaugurated this month throughout New Zealand with the Wembley Lion as the "brand," because trading with the family was the spirit of Wembley."

Members are asked to dress their windows with British goods and to make every effort to promote the sales of British goods. It is, therefore, evident that there is not wanting a desire overseas to play a worthy part in the development of inter-Imperial trade, and that the work of the Empire Marketing Board will be backed up by reciprocal efforts in the Dominions.

S we expected, Mrs. Comer-Aford's article on newspaper representation as it is seen by the agent has proved provocative. The representatives have plunged into the fray with fierce joy. Some of the things they have said about agents we decline to publish. Not because they are necessarily inaccurate, but because even agents have a right to some protection Added to which of course they have a corps of expert copywriters who could probably say much more rudely what the agent thinks on the subject of representation. The little debate, however, has served a useful purpose in that it has ventilated opinions on both sides and has shown, once more, that "the other man's point of view" is worth considering. In all discussions of this sort the opponents are apt to forget the human fallibility of the other sides organisation. The sneer of the agent's office-boy may be his own and not inven toried as an office fixture.

## Programme of the Manufacturers' Conference

List of Speakers-Morning and Afternoon Session-Special Press Arrangements-Speakers' List may be Augmented

From Our Manchester Correspondent

LTHOUGH opinions have been expressed in advertising circles that the Organising Committee has been dilatory in making known all the details of the Manufacturers' Conference, it should be remembered that the unfortunate industrial situation has added enormously to the difficulties of organisa-Manufacturers have been reluctant to commit themselves either to peak or to attend until there were some definite signs of encouragement that the coal strike would soon be over.

In spite of their difficulties, the Committee have been able to arrange a list of speakers representing the principal industries, as will be seen by the following programme:-

#### **MANUFACTURERS'** CONFERENCE.

MANCHESTER, OCTOBER 6. MORNING SESSION,

in the Mayor's Parlour, Town Hall.

- 11.0 a.m.—Address of Welcome by Sir W. H. Veno, President of the Manchester Publicity Club.
- 11.15 a.m.—Sir Edwin Stockton, Manchester.
- 11.40 a.m.—Mr. Gerald A. France, Newcastle-on-Tyne.
- 12.5 p.m.—Capt. W. C. Bacon, Chairman, Manchester Ship Canal.
- 12.45 p.m.—Reception at the Midland Hotel by the Lord Mayor of Manchester (Councillor Miles E. Mitchell).
- 1.0 p.m.—Luncheon at the Midland Hotel. (Presiding: Col. the Hon. Vernon Willey, ex-President of the Federation of British Industries.)

AFTERNOON SESSION, at the Midland Hotel.

- 2.15 p.m.--Col. the Hon. Vernon Willev.
- 2.40 p.m.-Mr. Edgar Osborne,
- 3.0 p.m.-Mr. J. R. Clynes, M.P.
- 3.30 p.m.—Sir Lawrence Weaver.

It is possible that the list of speakers may be extended to include amongst others, Mr. S. S. Hammersley, M.P., who returns to-day, Friday, from abroad, and who is responsible for a new suggestion to bring about better relations between employer and employed.

Special Press arrangements have been made in order that the benefits of the Conference may not be confined only to those who are able to be present.

Invitations have already been issued to Manufacturers, to Presidents and Secretaries of Publicity Clubs, and to the members of the Executive Council of the Advertising Association. As the maximum accommodation, including Press representatives, is 420, it has been necessary to prune the invitation list rather severely, but everyone will agree that the Conference should be thrown open to the fullest possible extent to those for whom it is primarily intended—the Manufacturers.

All the attractions of Manchester will be open to those who attend the Conference and special attractions will be the Textile Exhibition at Belle Vue and the Business Efficiency Exhibition in the Free Trade Hall.

Manchester is laying itself out not only to advertise its advantages during Civic Week, but through the Manufacturers' Conference to give a lead to British industry on the path to pros-

## Manchester Civic Week

Principal Events at a Glance—Manufacturers' Session—Business Efficiency and Textile Exhibitions—Works to be Visited

THE following is a diary or the principal events of Manchester's Civic Week, which commences to-morrow, October 1. Right from today, however, until October 9, Manchester will be the centre of a big trade pageant, in which advertising men will find much to interest them.

#### Friday, October 1.

11.0 a.m.—Business Efficiency Exhibition at the Free Trade Hall, which is open to all business people.

#### Saturday, October 2.

11. a.m.—The Lord and Lady Mayoress will drive through the streets of the City.

11.45 a.m.—The opening ceremony of the Civic Week at the Town Hall.

12.0 noon.—Manchester Consular Association will present a jewel to the Lord Mayor for addition to City's regalia. 2.30 p.m.—A transport parade, which will pass through Albert Square.

6.30-10 p.m.—Historical pageant at Heaton Park.

#### Sunday, October 3.

11.0 a.m.-Lord Mayor and civic authorities will attend service at the cathedral.

2.45 p.m.—Massed choirs and bands at united service in Albert Square.

4.0 p.m.—March past of the 42nd division, in Albert Square.

#### Wednesday, October 6.

Important Northern manufacturers will be the guests of the Manchester Publicity Club and will be welcomed by the Lord Mayor.

There will be a tour of the City, lunch at the Midland Hotel, and the Manufacturers' Session, postponed from the Advertising Convention at Blackpool, will be held. The first session will be at the Town Hall at 11 a.m., and the second at the Midland Hotel immediately following the luncheon. Full particulars will be found in this and last weeks' editions of the "Weekly."

In the afternoon, a pageant of industries.

#### Saturday, October 9.

Pageant of industries, afternoon and evening.

6.30 to 10.0 p.m.—Historical Pagean in Heaton Park.

10.0 p.m.—The Business Efficiency

Exhibition will close.

#### Each Day

In addition to the above events, the following will be fixtures for every day of the Civic Week :-

Business Efficiency Exhibition.

Textile Exhibition, Belle Vue. Docks, Factories and Works open (see

below). Visits to the Port of Manchester.

Military Tattoo. Shopping attractions. Bands in the squares.

Fireworks at Belle Vue.

Docks, Factories and Works Open for Public Inspection During Manchester Civic Week: - Henry Simon (Engineering Works), Ltd., Cheadle Heath, nr. Stock-port; Chamber of Commerce Testing port; Chamber of Commerce resumg House, Royal Exchange, Manchester; the Manchester Guardian and the Manchester Fivening News, 3, Cross Street; Allied Newspapers, Ltd., Withy Grove, Manchester; Lancashire Optical Manufacturing Co., Ltd., 30-32, Exchange Street, Cheetham; Crossley Motors, Ltd., Gorton, Cheetham; Crossley Motors, Ltd., Gorton, Manchester; Tootal, Broadhurst, Lee Co., Ltd., 56, Oxford Street; Messrs. Davison (Trafford Park), Ltd.; Trafford Park Cold Storage, Ltd., Trafford Park; Port of Manchester Warehouses, Ltd., Trafford Park; Redpath, Brown & Co., Ltd., Trafford Park; Metropolitan-Vickers Electrical Co., Ltd., Trafford Park; Hovis, Ltd., Trafford Park; Carborundum Co., Ltd., Trafford Park; Superheaters Co., Ltd., Trafford Park; Brooke Bond & Co., Ltd., Trafford Park; Brooke Bond & Co., Ltd., Trafford Park; Richard Johnson, Clapham & Morris, Ltd., Jacem House, Trafford Morris, Ltd., Jacem House, Trafford Park; Co-operative Wholesale Society, Park; Co-operative Windsale Seckey; Ltd., 1, Balloon Street, Manchester; Ford Motor Co. (England), Ltd., Trafford Park; British Oxygen Co., Ltd., Trafford Park; Butterworth Bros., Ltd., Newton Heath Glass Works, Barker Street, Newton Heath: Manchester and District Co-operative Laundries Association, Ltd., Longden Road, Longsight.

## Turning a Manufacturing Necessity Into a Strong Selling Point

How the Morris Car Changed its Radiator—Scrapping of Familiar Model Provides New Sales Appeal—Record Orders from Dramatic Advertising

By Leslie Lewis

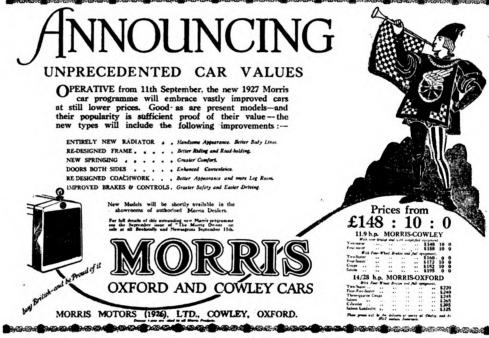
ANUFACTURERS are sometimes faced with the necessity of changing the design or form of their product in order to keep up with the swift move of fashion—a fickle jade which is usually associated with women's dress, but which is an important factor in many industries, from furniture to cars.

Behind the new advertising of the Morris cars lies a story, both interesting

which says that, if a change is to be made, it should be instilled gradually into the minds of the public, it was decided to launch the new car and the new campaign spectacularly and at once. Thus, on September 1, came the dramatic announcement of the new Morris car, strikingly displayed in a series of half-pages. No illustration of the car appeared in this copy; the bold heading, "An-

nouncing," together with the figure of a herald sounding his trumpet, first of all attracted the eye. Below were detailed six important improvements to be found in the 1927 Morris cars. The only other illustration was a small sketch of the new radiator, the most important innovation and the one which had made some of the other improvements possible. It was further announced that full details





The first announcement of the new Morris, in which no picture of the car appears

and helpful, of how the firm turned a necessary change in design into a big selling point.

It was recognised that the lines of the famous Morris cars were not in strict accordance with the edicts of fashion. The firm was, therefore, faced with the necessity of altering the design and thus losing the asset of the D-shaped radiator and bonnet which has become familiar on the road to motorists and pedestrians alike.

Mr. W. M. W. Thomas, managing director of the Morris Oxford Press and well known as editor of the Morris Owner, thereupon set out to turn this apparent disadvantage into a strong selling point, and the way in which this object was achieved should prove an object lesson to manufacturers who are faced with a similar problem.

In spite of the advertising formula



A whole page, disclosing all the secrets of the new Morris car

of the new cars would be announced on September 11.

Thus was the appetite of the public whetted.

On September 11 appeared a front page of the Daily Mail. The day was well chosen, for it was a Saturday, and the copy did its work supremely well. The main copy was presented inside a large drawing (9 inches by 14 inches), of the new radiator. A very much smaller illustration of the whole car gave the reader a glimpse of the improved general appearance, and he was introduced in some detail to the innovations included in the 1927 models.

On the following day, the Sunday papers carried large spaces, and by this means the news was broadcast to hundreds of thousands of readers throughout the country. In the meantime, on the Saturday, the *Morris* 

(Continued on page 24)

## Appealing to the Child Shopper in Song

How a Belgian Firm Popularised its Product by Verse, Song and Orchestra— Novel Media that Produced Good Results

By Fernard A. Marteau

A friend of humble and of great;
A friend to you, a friend to me;
A friend in sorrow and in fete;
Such is the "Pacha Chicory."

HIS could not, even by a stretch of imagination, be called poetry—but it is advertising. Mr. J. L. Van Lier, of Messrs. Van Lier Freres, of Hal, Belgium, makers of the Pacha Chicory, claims that it is paying advertising.

Perhaps the first poetical (?) Belgian advertising I recollect is one which used to be recited at Antwerp amateur concerts. The "declamateur," when repeatedly encored, would, lastly, come to the footlights, strike a dramatic attitude and announce a "Mediæval Tragedy." He would then recite a five-line verse in Flemish, of which the following translation gives but a poor rendering.

"And you would claim to be my son-

in-law,
Said the old Graaf von Wallenstein.
Oh no, to that I cannot bow,
And gladly should prefer to drown
In a little pot of mustard from
Tierentyn."

It was, I believe, the only advertising the Tierentyn mustard people ever indulged in, and although I recited the tragedy-comedy myself once, I have never known payment to be made for broadcasting this "message."

#### Small Spaces

But let us come to the post-war campaign from the Brothers Van Lier, based upon verse, song and orchestra.

Of the first there is an enormous amount in both French and Flemish. These verses are inserted among the "Faits Divers" of the Belgian papers. In the "Faits Divers" can be found the minor crimes—thefts, accidents, and such news items which only call for a short paragraph. Each item is interspaced by a small advertisement, some displayed, but most are of the "reader" type. Of the latter there are many worse than the little "Chicorée Pacha" verses. They appear on Sunday, and particularly in the provincial papers.

#### Lowbrow Verse

"We know the standard of the verses to be on a somewhat 'bourgeois' level," Mr. J. L. Van Lier told me, "but we are addressing mainly a class of people to whom Verhaeien or Maeterlinek copy—if such were obtainable—would not appeal. Our verses are read by innumerable people as we learn by our mail, which brings

us poetical contributions from all parts of Belgium.

"The fact that some white space is left back and front increases the visibility of advertisements, and the interest is kept well alive by varying the verses—of which we have hundreds in the two national languages.

"As to their efficiency in conveying

sends her offspring to the shops for minor purchases.

Therefore, the problem could be brought down to—Get the youngsters to say "Pacha" and not "Chicory"—by teaching them a song about it.

One Flemish and one Walloon folk tune was adopted and harmonised again by Mr. Ghesquière. As these



The musical score and one verse which popularised 'Pacha Cl.isory"

our story, I can only go by the impression obtained on my 'rounds' among the retailers. As I am now very often greeted with quotations from my own advertising, I feel that I am getting more than I bargained for."

But besides the bright four lines of which I have endeavoured to give an idea at the commencement of this article, the Pacha chicory has also adopted song as a medium.

There is no country in the world where people sing more. Even Wales would find it difficult to beat Belgium—if not in quality, at least in volume. From early childhood, the desire to "say it in music" is a characteristic of the Flemish, and especially of the Walloon.

This had not escaped the notice of the Pacha chicory people. Another point in favour of bringing song into their advertising theme was that often the very busy housewife old songs are taught in the schools, the tune would not be a difficulty and the impishinstinct would naturally lead the children to sing the unauthorised version (the Pacha version) whenever out of hearing of the teachers.

But the advertiser found that the latter were taking kindly towards the versified song-copy. They were all the more disposed to take an interest in the advertising as a very fine tableau was prepared for class use, illustrating the culture and the manufacture of chicory. At the same time the song was reproduced in large type to help the pupils to memorise the copy. These tableaux were offered free of charge on the understanding that each pupil would receive a copy of the post-card edition of the song (Flemish in Northern Belgium, and French in the Walloon part), and that tune and words were to be taught.

(Continued on page 35)

An Instalment Selling Enquire Within.

## Reducing the Credit Risk for the Retailer

Interviewing the Prospect — Assessing Credit Worth — The Psychological Factor—Messrs. Catesby's Experience—Information to be Secured in Interviews—Stamping the Agreement

By Cecil Chisholm

HEN the manufacturer has completed his plan for instalment selling, the retailer still remains the crux of the problem. In the first place, he objects to the bother. When his share of that has been reduced to a minimum, he may shy at the risk. When you have proved that the big financial risk is yours, he will complain about the extra cost to his customer!

Now there is a good deal to be said for the retailer's point of view. It is not peculiarly English. That very go-ahead trader, the American hardwareman, has finally succumbed to the instalment system—head down and still fighting. Yet I know of no retail trade to which instalment selling offers greater opportunities. Nor is there any trade which stands more in need of it. The American hardwareman will now be able to compete with the local garage men on more equal terms. He can offer to wire his customer's house for a few dollars down.

Yet the difficulties which hold back the British ironmonger, jeweller and house decorator from instalment selling are by no means illusory. On the contrary, they are very real. They are the difficulties of strangeness, of acquiring a new technique, of taking fresh risks, possibly of involved collection problems. We have seen how a manufacturing concern which itself finances and collects, can make things easy for their agents.

#### **Assisting Retailers**

Many concerns, however, would rather not undertake the financial end for their dealers. If they do, they will still be dependent on the judgment of the retailers in giving the terms to a very great extent. What can be done to assist the retailer in the problem of sanctioning instalment credit?

A comprehensive inquiry form does something in this direction; but the simplest form possible should be used when the retailer is dealing direct with the customer over the counter. Some of the ablest furniture houses ask for almost none of the particulars normally required. In

this case every customer has a personal interview with the principal. The principal is so skilled in the technique of the interview that he rarely fails to get all the information necessary in a very short time. Messrs. Catesby's, whose skill in instalment selling is peculiar, as a result of thirty years' practice, give a large amount of discretion to the salesmen who interview clients on instalment purchases.

While references are useful, they are not, of course, in any way binding. So the guarantee form should be secured where large amounts are concerned.

There is no necessity to ask the customer a great number of questions to arrive at the essential fact—his financial stability. If it appears that the prospect is a house-owner, the business is normally quite safe. If he is a tenant, then he is accustomed to instalment payments at regular intervals! The tax collector has given him a valuable training, while the rent collector has taught him to have a certain sum set aside each quarter-day.

#### SELFRIDGE & CO., LTD

#### PROPOSAL AND AGREEMENT

Name (in full)			
Permanent (private) Address			
State if Householder. Yes or No			
State if Age over 21. Yes or No			
Occupation			
Business Address Wah Hama of Form to any (For Regulation people) Address to which Scoping Machine is to be delivered			
References required:-Two Busines	s Houses or two Ho	ouseholders or	a Guarantor.
Banker (if any)			
Branch			
1st Reference, Name			
A ddress			
2nd Reference, Name			
A ddress			
· · · · · · · · · · · · · · · · · · ·	e the payments on t the following Agre	he dates they i	become
In consideration of your supplying			
			a householder
the attacked Agreement, 1,	(Insert fail move )		
residing at bereby undertake to guarantee the pund		monies due, or	becoming due,
the attached Agreement, I, residing at hereby undertake to guarantee the punument this Agreement.  Wifeass	ctual payment of all	monies due, or	becoming due,
residing at	ctual payment of all	monies due, or	becoming due,

#### OXFORD STREET, LONDON, W.1

#### AGREEMENT

To Messes. Selfridge & Co., Ltd. 400 Oxford St., W.1.

Dear Sirs,

IN CONSIDERATION of your supplying me with a Sewing Machine as specified in the Schedule herewith, I hereby AGREE to pay to you the sum of  $\mathfrak{L}$  ... on the corresponding day in each succeeding month for the following ... months after delivery of the Machine.

I ALSO AGREE that the Sewing Machine is to remain your absolute property until I have completed payment for same, and that I shall be responsible for loss of or damage to the Sewing Machine or any part thereof, whether caused by fire, theft, accident, mis-use or otherwise.

I FURTHER AGREE that, should default be made in the payment of any instalment, the balance then remaining unpaid shall immediately become due, and you are at liberty to retake possession of the Sewing Machine, or alternatively sue for the balance remaining unpaid.

In the event of this application not being accepted, I request that my deposit of \_\_\_\_\_\_enclosed herewith shall be returned to me within fourteen days.

Signature (in full) STANP.

#### SCHEDULE OF SEWING MACHINE

Sowing Machine selected
Whether Hand or Treadle
Price f
Debosit f Monthly bayments of

An agreement form adopted by Selfridge and Company, Limited.

Where the prospect is neither tenant nor owner, the real difficulties begin. The guarantee is one way out, but the instinct of the interviewer to judge between the responsible citizen and the irresponsible Micawbers of this world is more important.

Curiously enough, the retailer will normally have more trouble in securing his instalment payments from those who buy direct than from those who purchase by post. People rely on their powers of persuasion and on their custom, when dealing with the retailer. They feel that he won't care to offend them. They fail to memorise the dates on which instalments will fall due. Generally they tend to treat the transaction in an easy-going way.

#### Serious Transaction

But when the goods are brought by rail or carrier from a distant city, the transaction seems to assume a more serious air. The firm from whom Jones has bought is unknown to him—and more particularly to Mrs. Jones. The good lady has visions of a van swooping down and collecting that new settee, if an instalment is a single day late. When a polite but firm collection letter arrives, it makes Jones pere "sit up" at breakfast. He feels that those people won't be trifled with; he and his affairs mean nothing to them; the instalment will have to be paid or . . . Meanwhile the grocer, the tailor and the garage man can wait.

On the other hand, it must not be assumed that all goods sold by post in instalments induce the same sensations in Jones. It is the fact that if the supplier becomes annoyed, one of the household gods will disappear—before the neighbours' eyes—which brings the instalments promptly. But suppose that you are selling a set of technical books, or something equally unobtrusive. The psychological basis of prompt payment disappears from the minds of a certain number of the irresponsible. As a result, you will

be well advised to allow a margin of 10 per cent. instead of 2 per cent., for bad debts, when selling such commonplace lines.

DateLed. Fol				
Name				
Present Address				
Goods to be sent to				
Are you a Householder				
Are you in furnished or unfurnished apartments and how many rooms				
Names and				
Addresses of				
References				
Kindly give following details which we ask merely as a matter of good faith:—				
Occupation				
Employed by				
PLEASE LEAVE BLANK, FOR OFFICE USE ONLY.				
A mount of Goods				
Deposit Paid				
Rental				
Remarks				

A form for over-the-counter sales

To return to the problem of assessing the customer's credit worth. Must the customer sign *any* questionnaire? Is it really necessary?

Catesby's only use questionnaire forms where the customer orders by post. When the business is done over the counter, a special form (shown here) is used, which is filled in by one of the interviewing staff during conversation with the customer. The details asked for vary a little according to the size of the order. In the case of an order for £5 from an entirely new customer, the interviewer would only ask to see the rent book. Above that amount a reference is asked for. For larger amounts two references are asked for, or possibly a banker's reference where this is obtainable.

#### Skilful Interviewing

By skilful interviewing, a good deal of useful information can usually be elicited from the customer. Points which are particularly useful and which are normally freely given, include the previous address, the employer's name and address, and the name of the building society or insurance company with which he does business.

The form has been drawn up in such a form that, if the shop is very busy, a customer can be given the form to fill in while awaiting an interview.

There is one final point on which the retailer is sometimes in doubt. This is the stamping of the contract. separate receipts are given for each instalment paid, each should be stamped with a 2d. stamp for sums of £2 and upwards. But an ingenious form of book record used by members of the Hire Traders' Protection Association does away with this necessity. Where this is used, a sixpenny stamp may be fixed to the agreement which will cover all the payments. This method, however, is valid only where the first payment secures the hirer the option to purchase. If the contract does not secure such an option, it must be stamped with duty by the Inland Revenue authorities on the ad valorem scale, viz.: 2s. 6d. for every £5 or fraction of £5 in the value of the goods.



CHARLES F. HIGHAM LTD., IMPERIAL HOUSE, KINGSWAY, LONDON W.C.2.

## WHAT OF THE FUTURE?



HE tremendous drive now being made on the world markets by competing nations, the strangling effect of the mining dispute in this country, the unrest in the East, and various other factors have created a situation that is literally forcing British

manufacturers to take serious stock of the future.

It is a time to face facts, not in a spirit of foolish optimism or equally foolish pessimism. Trade difficulties can and will be surmounted by an analytical survey of future possibilities in all markets and for all types of manufacture.

The last two years have seen firm after firm re-adapting their machinery to modern requirements and at the same time revising and revitalising their selling organisations. Others are planning to make 1927 a year in which they will make the hardest fight for trade in their history.

The determination to sell more goods is the foundation of successful manufacturing and marketing, and we are anxious to work in close co-operation on the selling and advertising side with such firms as believe in the future of their business and with the necessary determination to carry aggressive campaigns through to their final conclusion.

We suggest the way to form a judgment as to the ability of Saward, Baker to give more than normal assistance is to meet our Directors at a non-committal conference and to provide us with the opportunity of explaining our methods of working to the end of selling more goods.

## SAWARD BAKER & CO Ltd

Advertising from A to Z

27 CHANCERY LANE LONDON WC2

Telephone: Holborn 5528 (5 lines)

Telegrams: "Sabazia, Holb, London"

## A.A. Annual Meetings

Details of Proceedings on October 15

S already announced in the Weekly, the annual general meetings of the council and members of the Advertising Association will both be held at the Hotel Cecil on October 15.

The annual general meeting of the council will be held at 11 a.m., and the following is the agenda:—

To pass applications for membership.

To receive the report of the Committee.

To pass the audited accounts and balance sheet as at March 31, 1926, and receive the Auditor's report.

To elect the following officers:—President.

Hon. Treasurer.

Hon. Secretary.

To co-opt sustaining members on

to the Council to take office for one year as from October 1, 1926.

To elect members of the Executive Committee from the ordinary members of the Council.

To consider question of Convention for 1927.

Nominations for the officers must be in the hands of the General Secretary by first post Tuesday, October 12.

At the annual general meeting of members, to be held at 3 p.m., the following is the agenda:—

To receive the reports of the Council and Committee.

To pass the audited accounts and balance sheet as at March 31, 1926.

To appoint auditors.

To receive report from Council on Convention for 1927. "With regard to a Convention for next year, consideration has been given to the question of holding an Advertising Exhibition in London which would emphasise the value of advertising and selling, and also enable conferences to be held to study the many vital problems of advertising, marketing and selling.

"Another suggestion has been made that the Association should develop an organisation to give information to its members on all matters with regard to the selling of British goods abroad, and that the Association should, in this connection, link up more closely with other districts of the International Advertising Association.

"So far as the officers for next year are concerned, these are appointed by election from nominations made by the Clubs and Associations

the Clubs and Associations.

"Several invitations have been received for a Convention for 1927 and this matter will be considered and decision made at the Council meeting. Generally, however, it is felt that in view of the fact that the last two Conventions have been held in the North, the 1927 Convention should be held in the South."

THE ENLARGED "STAR."
New Make-Up, Positions and Prices
POLLOWING on the announcement
that the Star is to be enlarged,
there has been issued this week a
folder that tells the whole story.

This folder contains a miniature specimen of the enlarged 20-page Star. This little model paper shows the four-column make-up, and the new advertisement positions are indicated by specimen copy. Red arrows and figures show immediately the price for each advertisement space in the new paper.

The appearance of the paper when it appears will be excellent, and the new make-up offers immense advantages to advertisers, since copy will be more striking and capable of bolder display.

In the folder issued by the Star is also, tucked into a little pocket, a new rate card, to come into force on November 15, and fuller information with regard to advertising in the new Star.

## An Interview with Colonel Lawson

"THE development of the work of the Advertising Association during its first year of exis ence," said Lt.-Col. Lawson to a Weekly representative this week, "has been considerably handicapped by the unsettled state of business and especially by the general strike which caused the cancellation of the Blackpool Convention. This convention gave promise of being the most successful one so far held in this country—or possibly even the United States—and it was being looked forward to by the officers and members of the Association.

"Since the Convention was cancelled, neither the Council nor the Members have been able to hold their general meetings, but these have now been fixed for October 15, in London.

"Owing to the fact that questions connected with the development of the Association could not be discussed at Blackpool, it was later decided to appoint a special Sub-Committee to inquire into the work of the Association generally, and report on any developments which they consider advantageous. The substance of this report cannot be disclosed until after the Council have had an opportunity of receiving and considering it, but it can here be said that the Committee received much evidence of the value to newspapers, advertisers and the public of the work of the National Vigilance Committee.

## The BYSTANDER CHRISTMAS NUMBER

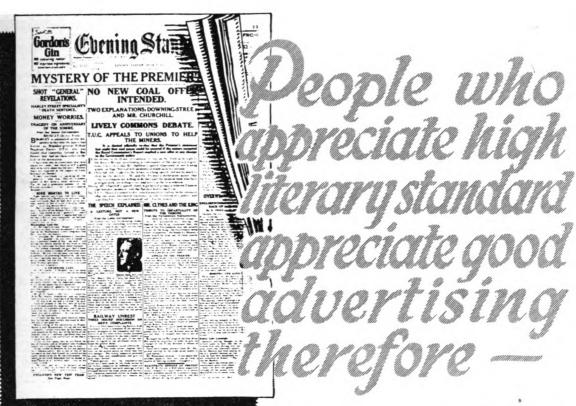
ON SALE NOVEMBER 22nd.

Advertisement space for this 128-Page ALL-STAR NUMBER has nearly all been disposed of — immediate application is necessary if Advertisers wish to be included in this Great Number.

CLOSING FOR PRESS OCTOBER 8th.

Advertisement Director 116-117, FLEET STREET, E.C.4

THE CHRISTMAS BYSTANDER FOR THE CHRISTMAS BUY.



## Good advertising pays best

Advertisers have been quick to appreciate that the increased size of the "Evening Standard" allows for many excellent solus and semi-solus positions.

Such spaces as the new 24-page "Evening Standard" is able to offer give a well-designed advertisement the good display it needs.

Your advertisement in London's First Evening Newspaper will be seen to best advantage by the class of reader to whom you wish to appeal.

Particulars as to special positions available may be obtained from E. R. ROBERTS, Advertisement Manager, "Evening Standard" 47, Shoe Lane, E.C.4

Telephone : City 2040



#### Briet News ın

Godfrey Phillips Acquire Abdullas-New Columbia Campaign Starts-Two Advertising Exhibitions-Important Changes

#### Miss Carvill's Wedding

A very interesting wedding took place



Miss D. Carvill.

on Saturday last Paul's, St. Knightsbridge, when Miss Doris Carvill, the Carvill, the daughter of Mr. Frank Carvill, who is well-known in the world of pub-licity and print, was married to Mr. Bruce Woodhouse, son of the play-wright, Mr. Vernon Woodhouse. After the ceremony more than 100 guests attended the re-

ception at the Hyde Park Hotel, many well-known people being present.

#### New London Appointment

Mr. Charles Crane has been appointed the London representative in Fleet Street of the Carlisle Journal.

#### Joins Edward Hunter and Co.

Mr. B. F. C. Teller, formerly with W. S. Crawford and before that with Winter Thomas, is joining Edward Hunter and Co., Ltd.

#### Arks Publicity Dinner

The first annual dinner of Arks Publicity Ltd., was held on Friday evening, September 24. Replying to the toast of "The Company," Mr. Stanley said it was a coincidence that the company were moving to new offices at 63, Lincoln's Inn

#### New Display Service

Mr. J. Arundell Clarke and Major E. J. Arundell Clarke are the directors of Arundell Display, Ltd., which has just been started. The services which are covered by this new organisation include chiefly the design and manufacture of window displays and backgrounds, window fittings, designing of exhibition stands and so on. Cartons and other display material and the printing of booklets and showcards form another section of the business.

#### Godfrey Phillips Acquire Abdulla

Two big non-combine tobacco firms, with a joint capital of £2,150,000, are to be amalgamated. Godfrey Phillips, Ltd., are acquiring the control of Abdulla and Co., Ltd., and the announcement on Monday coincided with a declaration by Godfrey Phillips of an interim dividend on ordinary shares of 10 per cent.

#### A Carlton Exhibition

On Monday, October 4, Carlton Studios are holding an exhibition of advertising art, at which will be shown new ideas, new treatments and new layouts.

Rate Cards Wanted
Messrs. W. H. Smith and Son, Press Advertising Department, Strand House, London, W.C.2, would like revised scales of charges from all publications that have revised their rates since 'he beginning of

#### Glasgow Advertising Exhibition

D. C. Cuthbertson and Son, Ltd., are holding an advertising and commercial art exhibition in the McLellan Galleries, Sauchiehall Street, Glasgow, from Monday, October 4, to Saturday, October 9. The hours are from 10.30 a.m. to 7 p.m. The exhibition will consist of sketches, ideas, designs, lay-outs, photographic adaptations, type settings and so on, from the service department of the firm.

#### Lecturing to Northampton

Mr. W. H. Harford, a director of Saward Baker and Co., Ltd., is opening the season of the Northampton Business Men's Club on Wednesday next, taking advantage of the fact that the Shoe and Leather Fair is being held next week to give Northampton commercial men an advertising man's views on that Fair and its implications. A summary of the speech will appear in next week's issue.

#### Clever Army Club Idea

Army Club have started an interesting presentation scheme. It was announced on Tuesday that a specially designed silver cabinet of 250 Army Club eigarettes would be presented periodically to the man or woman credited with the most noteworthy achievement of the moment in whatever field of life. Each award will be announced in the Army Club advertisements. The first award was announced on Wednesday morning, and the fortunate man was Mr. Alan Cobham.

#### Hairdressers Must Advertise

Sir Charles Higham addressed a large audience on Friday evening at the Caxton Hall on advertising and salesmanship as applied to the hairdressing profession. He said that hairdressers did not advertise enough. If they would use newspaper advertising more than they did they would do more business. The hairdressing business was largely a matter of recommendation or condemnation. All women were not shingled, by a long way. There were still a large number of women in every town and city who did not go to the hairdresser often enough. Hairdressers should tell them why they should.

#### Change of Address

Modern Transport removed to new offices at Norman House, 105-109, Strand, W.C.2, last Friday.

#### New Stereo Makers

Mr. Harry Joyce in conjunction with Mr. George Clarke has opened a stereo and electrotyping foundry at 10, D'Arblay Street, Oxford Street, W.1. The name of the new company is Electro and Stereotypers (Clarke's) Co.

#### TALKED OF THIS WEEK



The first of the new series for Sandeman's Port, in which Septimus Scott introduces the two characters.

#### Leave Brockhurst Studios

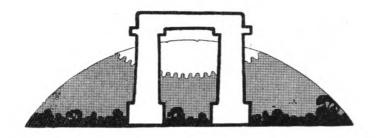
Mr. Foster and Mr. Cary have resigned their positions as outdoor representatives of the Brockhurst Studios.

#### New Columbia Advertising Starts

The advertising for the new Columbia Viva-tonal" starts to-day, Friday, with a front page in the *Daily Mail*, which is reproduced on page 32. A four-page folder on tinted paper is to be used in the Sphere, Tatler and Bystander, stated to be the largest gramophone advertisement ever used in the public Press. During the week of October 7 the advertisements for the new gramophone will appear in a large list of media throughout the country. Full details of the campaign have been sent in advance to all Columbia dealers.

## Advertise to the Workers in the ictoria

The Paper that goes out of the beaten track



# GETTING AND SERVING

Getting business is a thing that most business men are eager about; it's the one form of activity on which many advertising agencies concentrate.

Like all advertising agencies, we, too, are interested in getting business; but if we can't get it on what weknow is the right basis, we don't care for it.

"The right basis," with us, doesn't mean our gains. It means our Service to the client; we're more concerned with how much we can give than with how much we can get. We've found that to be the best way to get our just reward.

We cordially invite Principals to call and examine personally the opportunities provided by the Mather & Crowther Organisation

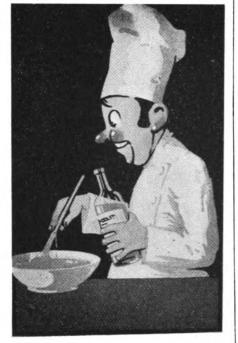
### MATHER & CROWTHER LTD

Modern Advertising

10-13, NEW BRIDGE STREET, LONDON, E.C. 4

## £3,000,000 Newspaper Deal Complete

"Graphic" and "Bystander" now Acquired



Zest

Pictures for every product by the most eminent Commercial Artists of Europe are permanently on view at the

#### **MACNAMARA GALLERIES**

Droll humour, exotic colouring, or chaste and inspiring design, are collected by a travelling Art Director, and the Continental branches, and continually pass through the Galleries.

#### MACNAMARA GALLERIES

are not a Studio, they are not Artists' Agents, every sketch is purchased outright before it is exhibited.

A representative will call with a selection of sketches by appointment.



A S forecast in last week's WEEKLY, it is now officially announced by Sir John Ellerman, Bt., and Mr. William Harrison, as chairman of the Inveresk Paper Company, Ltd., that contracts were exchanged last Thursday for the purchase of a controlling interest in the Illustrated London News and Sketch, Ltd., and the acquisition of the following: the Sphere, the Taller, Eve, the Draper's Record, Men's Wear and other periodicals.

It is understood that, as soon as the arrangements have been sanctioned by the shareholders, a new company will be formed by the Inveresk Paper Company, Ltd., for the purpose of acquiring the above assets, in which the Inveresk Paper Company, Ltd., will take an important interest. It is part of the arrangements that in the near future, the holders of the remaining shares in The Illustrated London News and Sketch, Ltd., will be given an opportunity of disposing of their shares to the new company.

The amount involved in the deal is, approximately, £3,000,000. The board of the new company will include those responsible for the management in the past, together with certain directors of the Inveresk and associated companies. Mr. William Harrison will be the chairman, and Mr. William Graham, chairman of

vendor companies, will be vice-chairman. The Weekly understands that, at an early date, the shareholders of the Inveresk Paper Company, Ltd., will be asked to agree to an increase of the company's present preference and ordinary share capital on bonus terms in order that there may be provided the necessary funds for that company to subscribe for a controlling interest in the ordinary share capital of the proposed new company, mentioned above.

pany, mentioned above.

Mr. William Harrison, chairman of the
Inveresk Paper Co., Ltd., at a meeting of
the shareholders to which the increase in
capital will be submitted, will make a full

statement of the whole position.

The shareholders of the Inveresk Paper Co., Ltd., and the associated companies. will be given a preferential opportunity in the allotment of the balance of shares

to be issued by the new company.

It was further announced on Wednesday that the Inveresk Paper Company, of which Mr. Harrison is chairman, had purchased the *Graphic* and *Bystander* from Graphic Publications, Ltd., of which Sir William Berry is chairman.

The title of the new company which will be formed to control all the publications acquired by the Harrison interests is to be Illustrated Newspapers, Ltd.



### THE BRUSSELS ADVERTISING EXHIBITION

The opening of the exhibition of Advertising Art, held by the Cercle des Etudes Publicitaires of Brussels, will take place to-morrow, October 2.

The intention of the event is to show to Belgian trade and industry, as well as to the general public, the function of advertising. Exhibits are anonymous and no individual sales efforts are to be made. The Cercle des Etudes Publicitaires, in fact, only desires to advertise advertising through the exhibition.

M. Wanters, Minister of Industry and Labour and M. Laboulle, ex-Minister, as well as a large number of most representative men, have promised to attend the opening.

### PROTEST MEETING AGAINST POSTMARK ADS.

THE WEEKLY understands that the protest meeting against the Postmaster-General's new postmark advertisement scheme is to take place at the Holborn Restaurant, on October 11, at 2.30 p.m. It is being organised by Mr. Stanley Talbot, general secretary of the Incorporated Sales Managers' Association, in conjunction with the Incorporated Society of British Advertisers, the Incorporated Association of Retail Distributors and the National Chamber of Trade.

Mr. F. W. Goodenough, chairman of the I.S.M.A., will be in the chair, and great enthusiasm has been aroused.

In the meantime, the first postmark advertisements are telling us to "Say it by Telephone." People who have attempted to tell the Postmaster-General what they thought of it (by telephone) have, we understand, been cut off.

Ireland, as a counterblast to the "Buy British Goods" slogan, has this week retaliated with "Buy Irish Goods," and a certain humorous gentleman in America has returned a letter containing the British slogan with the remark across it "Who said so?" But that is the funny side of it.

It is understood that the "big five" banks have been approached, but have not expressed any liking for the scheme, while chambers of commerce all over the country have sent resolutions of protest to the Postmaster-General.

The Postmaster-General announces that contracts have already been entered into for advertisements to appear on several million envelopes. No estimate of the likely revenue has been made. The department has not yet decided what action to take in regard to those firms who have sought to defeat the scheme by using all-black envelopes.



## Listen to this talk about farmers.

Space Buyer: Of course! I quite agree. The "Farmer and Stockbreeder" is certainly the best paper for ploughs and cattle feed. But we don't do much farm stuff.

"Farmer and Stockbreeder" Representative: That's just the point—people don't realise that since the "Farmer and Stock-Breeder" is the best paper for fertilisers and tractors it is also a first-class medium for bicycles and toothbrushes, cars and furniture.

Buyer: You'd find it difficult to convince some of my clients.

Representative: They don't realise that, among farmers, the trade journal is the "home" journal. The farmer has no office and no eight-hour day. He lives where he works, and his wife is his working partner.

Buyer: But you don't cater for her?

Representative: Certainly, our Home Section is one of the most popular features of the paper. The farmer's wife is as keen as any town woman on having the latest notions about home decoration and dress; and broadcasting is giving her new ideas every day. Just imagine how they live. Miles away from town, miles from theatres, pictures and shops, they have to make their own amusements. Miles from clubs and restaurants, they have to do their own entertaining. The farmer's sons and daughters see to it that the farm is as bright and up-to-date as modern inventions can make it.

Buyer: But, how is your paper better than the general press?

Representative: The morning papers and the weeklies appeal mainly to townspeople. The farmer may skim them, but the paper he reads from cover to cover, the paper his wife reads, the paper that gets right round the farm from the foreman to the plough boy is the "Farmer and Stock-Breeder"—their own paper.

Buyer: But their buying facilities are so restricted.

Representative: That makes no difference. Farming folk take more trouble than any other section of the public to get the

goods they want. Incidentally, that makes them easily the best mail order market in the country.

Buyer: Have they the money to spend? The farmers are always grumbling about doing badly.

Representative: That's their privilege. They grouse about crops just as we grouse about the weather, but the expensive machinery and equipment that the big breeders and farmers are putting in proves not only that they have got the money, but they are willing to spend it when the goods are right.

Buyer: Are there enough of them to go after specially?

Representative: There are more agriculturists than there are miners, and the 100,000 farming homes which subscribe to the "Farmer and Stock-Breeder" are the most prosperous in the industry. Those homes want pianos, gramophones, motor cars, good clothes, good footwear, wines and spirits, and a hundred things. They buy on a large scale because the shops are not round the corner.

Buyer: 100,000—is it guaranteed?

Representative: That is the guaranteed net sale, and every copy is read—really read—by at least half a dozen people.

Buyer: What is your price per page.

Representative: £80 per page single insertion. I think that if you go into this matter with one or two of your clients, they will come to the conclusion that it is well worth while to try out a series. If there is any information you want, we have had over 80 years' experience of farms and farmers of every kind and we shall be very glad to give you the benefit of our knowledge.

Buyer: Well, you have certainly introduced an old friend in a new light. Are you still at Norfolk Street?

Representative: Yes, here's the address:—The "Farmer and Stock-Breeder," Publishers, Macdonald & Martin, Ltd., Lennox House, Norfolk Street, Strand, W.C. 2. The 'phone number is Central 7982.





who have prepared the above advertisement, are responsible for the advertising of National Savings Certificates, "H.s Master's Voice," Pheasant Margarine,



Price's "Olva" Soap, Rawlplugs, Beaver Board, The Gammeter Multigraph, Arrol-Johnston Cars, Pullars of Perth and many other National Advertisers.

MAY WE POST YOU A COPY OF "THE FARTHING CANDLE" IT IS PUBLISHED EVERY MONTH.

## POST THE **MIDLANDS**

#### WHERE POSTERS PULL

The important towns listed below have been selected by Rockley's because they contain the best advertising sites in the area which centres on NOTTINGHAM & LEICESTER

Trade is brisk in this area. You can advertise any class of article and find a ready market.

An increased display on Rockley's hoardings means an increase in your returns.

**NOTTINGHAM** KETTERING GRANTHAM ILKESTON **BEESTON** SHIREBROOK

LEICESTER MANSFIELD SUTTON **KIRKBY** HUCKNALL &c., &c.

## **ROCKLEY'S**

## MIDLAND BILLPOSTERS

TALBOT STREET, NOTTINGHAM.

Telephones: **NOTTINGHAM 751** LEICESTER 125

Telegrams: "ADVERTISE" NOTTINGHAM

#### 

## Good Ideas for Advertisers

An Idea May Sometimes Mean Hundreds of Pounds to You in Your Business. Those Given Below perhaps Contain Just the Hint for which You have been Looking

A firm of chewing gum manufacturers in Canada has four sample girls, who parade the streets in various districts and parade the streets in various districts and give away samples of the gum to passers-by. They are dressed in striking costumes, and one is appointed manageress. She arranges hotels, fixes up with local authorities the best places for the girls to stand, takes care of the girls themselves stand, takes care of the girls themselves and furnishes the firm with a daily list of the number of samples given away, commenting upon any interesting incident during the day's work. The firm notifies its distributors a week ahead that the sampling campaign will take place in their city. This gives them the opportunity to arrange for heavier stocks. The sample girl advertising is linked up with Press advertising.

Economy in Blocks
A good idea for the small local advertiser, who is reluctant to incur the extiser, who is reluctant to incur the expense of new drawings and blocks at frequent intervals, comes from the Bree-Pearson Studio, Leicester. Last year they produced a series of small Press advertisements for Russell's, the piano dealers. In each of these was a picture of "People who'd rather have a Russell piano"—the Little Miss, the Young Folks, the Newly-Weds, and so on. Instead of destroying or shelving these blocks, they waited for a year, and then, cutting them down to column width, used four of the blocks in a 16-in. used four of the blocks in a 16-in. column advertisement, grouping them together under the headings "Childhood," "Youth" and "Mated." Thus, the new advertisement was produced at a minimum of cost, without making fresh blocks. In addition to being economical, it also provided very effective

Getting Replies to Sales Letters

Very often when a sales letter is received by a firm interested in the proposition made, the letter is put aside for further reference—and usually forgotten. Some little time after the sending out of the sales letter, a further letter might be sent to all recipients who have not answered. This should be very brief and simply ask for a reply to the previous letter. Out of courtesy most firms reply. The trouble with sales letters is that it is impossible to disguise the fact that they are sales letters, sent out broadcast. The sending of a further communication, asking for a reply to the sales letter, suggests to the recipient that the first letter was a special one and not merely a

Poster as a Handbill

To reduce a poster, measuring 60 in. by 40 in. to a little handbill, 8½ in. by 5½ in., is something rather novel. The advertising department of Spillers Milling and Associated Industries, Ltd., have produced a splendid poster for Millenium Bread and Flour which is novel inasmuch as there is no wording on the poster. A as there is no wording on the poster. A baker's boy, in regulation white hat and overall, holding up very inviting wrapped loaves in one hand and a bag of flour in the other, tells the whole story—and tells it well. The poster was so effective that it has been used as copy for small handbills, faithfully reproduced on the health in the factoric of the company of the health in faithfully reproduced, on the back of which are a questionnaire and answers on the subject of "What is Millenium Flour?" Advertising Delivery

Delivery often counts for much in these days, especially where machinery is con-cerned, and it is good policy if you are in a position to carry out your specific promises to advertise, giving concrete facts. A manufacturer recently boldly advertised:
"Promised in 10 Days—Delivered in 7." The advertisement showed the telegram ordering the engines, and the Delivery Note duly signed, together with an illustration of the actual articles.

Helping Store Customers
A new idea for centralising people of the city, and incidentally collecting new customers as a fly-paper catches flies, has been introduced into a certain large American store. An "appointment register" has been installed near the entrance, which enables customers or callers to notify their friends to which part of the building they have gone, or if some forgotten prior appointment has necessitated their absence. A note on the service register greets the eye of the other person, giving him or her the necessary information. The place has gradually become the accepted rendezvous, and more business has inevitably resulted.

Recipes that sell Produce
Better advertising methods are being adopted even by the small farmer and adopted even by the small farmer and produce grower. A tomato grower in a Midland village has sent out a large shot of duplicated letters to prospective customers—housewives in the surrounding towns and villages. On the first page he gives the prices of tomatoes for regular orders to be sent at given periods, while on the second page appears ix new recipes, in the use of which tomatoes are the chief constituents. The recipes sound so luscious that it is small wonder if the housewife decides to have a regular supply of freshgrown tomatoes.

For Sales Letters

One manufacturer of toilet preparations keeps two clerks busy throughout the year tabulating lists from various trade, mercantile agency, telephone and local directories. As each name is drawn from its source of information it is given a symbol which indexes it in regard to later classification. Each name when drawn off is classified in such a manner that the letters which go to the whole-salers differ in every way, except certain paragraphs relating to the terms of sales,

paragraphs relating to the terms of sales, from those written to any prospective customer falling in a different group.

This enables the individual problems of each type of wholesaler to be faced squarely in the initial letter. It inevitably means that the recipients of these letters know that, even if they are not individually dictated and applying only to the addresses they are intelligent. only to the addressee, they are intelligently worded and apply in their entirety to him and his problems.

This firm never addresses a second

letter to a company name. The first letter definitely seeks and secures the name of the proper individual to whom further communications should be addressed. This letter averages to receive over 80 per cent. of replies. Those who do not reply to it are the subject of special handling until the name of the proper individual is secured from some outside

#### THE AUTOCAR" IS THE **ADVERTISING AUTOMOBILE** EXISTENCE MEDIUM

In connection with the 1926 Automobile Exhibition, "The Autocar" will follow its usual custom of issuing Four Special Enlarged Numbers, in which the Show will be fully and thoroughly dealt with from every aspect.

NUMBEI

Accessories and Tyres

The purpose of this issue is to help the car buyer to

illustrated.

Gui de to the Show

Out a fortnight before the Show, this issue will give an advance review of accessories and tyres that will be displayed at Olympia. "Gadgets" appeal to every motorist, and this issue will be in great demand.

The Buyers' Guide

"The Autocar" Buyers' Guide will give tabular details of all cars on the British market for 1927. This provides an invaluable work of reference, and will be preserved for months to come.

Show Report

This will be a fine example of modern "high-speed" specialised journalism. It will give a complete survey of the wonderful array of exhibits at Olympia lavishly illustrated from photographs and drawings.

make his choice at Olympia. It will give a Stand-to-

Stand guide to the Show, and will be profusely

These issues will not only greatly assist Show visitors, but will be in great demand by all who cannot visit the Show. They will reach many thousands of newcomers to motoring who are looking for guidance in the purchase of their first cars, and will influence a vast volume of business.

## AUTOCAR" HAS THE LARGEST CIRCULATION OF ANY AU' RNAL IN THE

Please address all communications respecting rates, "copy," etc., to The Advertisement Manager, "THE AUTOCAR," Dorset House, Tudor St., London, E.C.4. Telegrams: "Autocars, Fleet, London." Telephone: City 2347 (13 lines

AND STATE OF THE POST OF THE STATE OF THE ST

## Fleet Street Week for Bart's

What It Means-What It Will Do

In no part of the Empire have the great Charitable Institutions, which are so material a part of its social constitution, so woven-hearted a body of sympathisers as amongst the "good men and true" of the newspapers and their kindred undertakings in Fleet Street.

Year in and year out they are championing the cause of this or that charity, whether it be some hard-up little medical mission in some slum quarter of London, or a great hospital with half-a-dozen Royal patrons. But custom hath ordained in recent times that once every few years "the men of Fleet Street" shall gird on the armour and sally forth to fight the battle of the annual maintenance of their very own hospital—St. Bartholomew's.

#### The Mother Hospital

As the local cottage hospital is to the provincial town, so is "Bart's" to the City. It is the "one square mile's" only hospital, and it is the oldest in this country, if not in the world, so that there is every encouragement for the journalist, the printer, the "display hand," the "layer-on," the machine man, the stereotyper, the block maker, the "reader," the advertisement specialists, and all the other departments of the great newspapers that have made the name of Fleet Street famous throughout the world, to be up and doing in the cause of this mother hospital of the Empire.

In addition to their ordinary contributions as individuals, the representatives of the combined undertakings of the "Street" once again are going to do their very best for St. Bartholomew's Hospital. With their slogan, "All for Bart's—Give and Let Live," they have this year launched a campaign for securing in the short week, Saturday, October 9, to Friday, October 15, at least £20,000.

All that is best in Fleet Street's brains has been drawn into the Committee Room of the organising body to assist in the invention of methods and of carrying them into effect.

#### The Programme

Some idea of the extent and varied nature of the "Week's" programme may be gathered from an examination of a number of principal events.

On Saturday, October 9, there will be a procession through the main streets of the City, of tableaux on four-wheeled vehicles, mostly self-propelled, representing some of the chief figures in advertisements. Nearly one hundred firms whose names are known in practically every household in the kingdom, are making a brilliant display, illustrative of their principal commodities, and the students of St. Bartholomew's are

staging tableaux showing the foundation and growth of their great hospital.

There will be half-a-dozen bands, and the procession, which starts at the Embankment at 2.30 p.m., will be nearly a mile in length. As it passes the Mansion House the Lord Mayor and the Lady Mayoress will be interested spectators.

On Sunday, October 10, appeals on behalf of the "week" will be made in the City churches, and there will be a great Masonic service at Fleet Street's parish church of St. Bride; the offertory will be devoted to the hospital.

On Monday, October 11, there will probably be a matinee at one of the West-End theatres, and owing to the generosity of the proprietors of the Westminster Gazette, there will be a special "Bart's Students' Rag Edition" of that journal, with contributions from the pens of some famous writers. A "Foreword" has been written by Viscount Burnham. The paper will be sold for 3d.—a unique and most interesting production in every way. The whole of the expenses of printing, etc., are being borne by the proprietors of the paper, and the entire revenue from sales and advertisements will go to the hospital's funds. In the evening there will be a wireless talk.

Tuesday, October 12, will be another busy day. From "early morn until dewy eve" the students of the hospital will hold a Flag Day. A great auction sale at Bush House, Strand, of gifts generously presented by a number of well-known firms, begins at noon—and in the evening an Empire Concert will be given at Kingsway Hall, the artistes at which will all be Dominion representatives.

On Wednesday, October 13, the gift auction sale will be continued at Bush House, and there will be a Boxing Tournament at the Stadium Club, Holborn, at 8 p.m. Under the presidency of the Lady Mayoress, Miss Pryke, who will herself have a stall, a two-days' bazaar will be held at the Mansion House, from 12 noon to 8 p.m. The band of the Life Guards will play selections on both days.

Guards will play selections on both days.
Other events include a Treasure Hunt competition; rambles by day and night, organised by the Selborne Society to places of interest, and "half-hour" concerts will be given in City restaurants and hotels by members of Mr. Carrington's corcert party.

A number of well-known artists have undertaken to act as pavement artists—taking up positions at certain spots in the

City.

"Bart's Basket," the name given to the official souvenir programme of the week, will be a very wonderful production; the organisers of the "week" have been fortunate enough to have Mr. Sydney Walton and Mr. Holbrook Jackson as joint Editors of what will asssuredly be semething to "buy" and "keep."

A word about the Council who have worked so hard to carry out this wonderful work. Too numerous to mention individually, suffice to say that we have Lord Stanmore, the Treasurer of Bart's, as chairman and Viscount Rothermere as hon. treasurer. The wonderful contribution of £5,000 made by Viscount Rothermere and the great help he has given in many ways have added impetus to our endeavours to make this third "Fleet Street Week" the biggest and greatest ever accomplished.

## Progress of Art in Advertising

Some Moderns and their Work-The Role of the Business Man

THERE is a noteworthy passage in Mr. Sidney R. Jones' introductory comment to "Posters and Publicity," the special autumn number of the Studio, which is just published. (The Studio, 7s. 6d. net.) He says:—

"It is undoubtedly true that the gradual improvement in the appearance of printed announcements has mainly arisen through the energy and enterprise which directors of publicity have shown in securing the services of capable designers and craftsmen."

This will, undoubtedly, be a novel point of view to the artists, who are, in the main, convinced that it is solely due to their efforts that the Philistine commercial man has been brought to see that good art is good salesmanship. In point of fact the impetus came more from the commercial world than from the art world, and it has been the assimilation of the ideas of the two parties to

the contract that has led us to the new era of commercial art, to the raising of the standards of design in poster, showcard, typography and line drawing. "Posters and Publicity" is a remark-

"Posters and Publicity" is a remarkable cosmorama of modern advertising in many parts of the world. The three or four hundred illustrations are drawn from the latest work in Britain and Japan, in Vienna and in Denmark, in Switzerland and in the Americas. There is every shade of modernism to be studied, from the restrained decoration of Harold Nelson to the heavy black excesses of the German school.

Mr. Jones selects as one of the foremost poster artists of the day Sven Brasch, the Danish designer. There are half-adozen reproductions of his work which make it possible to study the reasons which Mr. Jones advances for his choice. Josef Binder, of Vienna, and Rob. Stocklin, of Switzerland, are two others whom he singles out.

H.C. F.



At the Hub of Industrial Wealth

Pailp Dispatch

EVENING CHRONICLE



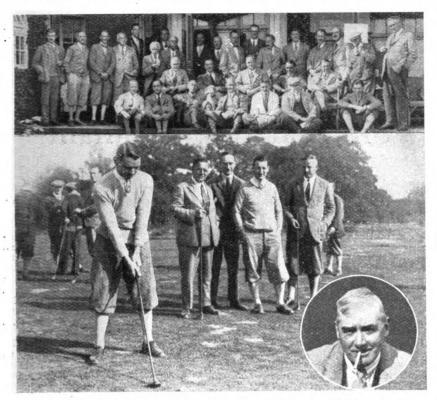
## Inter-Ad. Clubs' Golf Tourney

Fight for Lord Riddell's Trophy—Billposters Win for the First Time

From Our Golf Correspondent

T is four years since Lord Riddell first suggested that the various Advertising and Publicity Clubs held a golf meeting for which he offered to put up a challenge trophy. The proposal met with ready acceptance and has yearly

against each other. The draw resulted against each other. The unan in some well-matched pairs being opponents, and in the case of the Bill-posters' Association their two teams posters' singularly enough were drawn to meet. Twelve foursomes represented the players



Above: A group of players in front of the club house. Below: On the first tee (from left to right), G. Royds, E. Osborne, H. J. V. Greenwood, G. Spillman and F. C. Earls. (Inset) "The Honorary Secretary"

grown in popularity as a sporting and social fixture, bringing together the many-sided representation in the business of advertising and publicity.

Glorious weather favoured the gathering at Walton Heath on Wednesday of last week, when the players were again the guests of Lord Riddell. More than 90 entries had been received for the competitions, but business and other reasons accounted for a number of "scratchings," reducing the players to between 70 and 80-the largest number to take part in the tournament and twice that playing at the first meeting.

#### Clubs Competing

The clubs, advertising and publicity associations represented, included: Aldwych Club, Publicity Club (for the first time), Thirty Club, Fleet Street Club, Advertising Agents' Association, Advertisement Managers' Association and the Billposters' Association.

The play for Lord Riddell's challenge trophy (which if won two years in succession becomes the property of the winner's

sion becomes the property of the winner's organisation) was by four-ball bogey foresomes, the teams entered being drawn for the trophy, a number sufficient to keep the starter busy for over an hour, from 9.30 in the morning, before he turned his attention to the players in the other competitions.

The chief feature of the day's play being for the challenge trophy, there was considerable excitement at the luncheon hour to learn how the couples had fared in their encounter with Col. Bogey-not forgetting the many natural hazards of the famous links. Pair after pair returned with the same story, that the heather, the bracken or the keeness of the greens had been too or the keeness of the greens had been too much for them. Surprise was expressed that so many of "the cracks" had thus fallen by the way and were out of the running. It fell to P. S. J. Richardson (14) and A.G. Rossiter (8), representing the Publicity Club, and S. A. Pascall (18) and Reg. Pennell (11), the Billposters' players, to return the two best eards with 5 up to return the two best cards with 5 up on bogey, entitling them to play in the final for the challenge trophy.

#### Disappointing Play

However well they had distinguished themselves in the morning round the playoff was distinctly disappointing, the

## Have You Used Posters?

If you have used Posters on a nation-wide scale, you undoubtedly know how Billposting is done in the West Riding of Yorkshire—practically all controlled by Sheldons, Ltd. Have you ever seen billposting better done? Sheldons, Ltd., have been for three generations

#### Practical Billposters

They are also the Service Poster Advertising Contractors. As such they handle the nation-wide Poster Advertising of many very large Advertisers, including their London posting.

#### It is to your Advantage

to have your general billposting done' by practical billposters. Make an appointment and we will prove this true. This commits you to no obligation.



SERVICE ADVERTISING PRESS AND POSTER

Sheldon House **Oueen Street** LEEDS

B C M/4 ADS



#### Of interest to you is a magazine devoted to —

- 1. Formulating advertising into a science that will serve business more efficiently.
- 2. Open discussion of the truth about advertising and the faults now current in its practice.
- 3. Telling the significance behind the news and behind advertising campaigns and distribution policies — instead of strictly reportorial and routine details.
- 4. Bringing about a more intelligent understanding of the possibilities of trade and technical advertising.
- 5. Giving up-to-date, specific, usable information on all that pertains to Markets, Merchandising and Media.

"Advertising and Selling Fortnightly" is such a pub-lication. Published every other week in New York, it is not only recording advertising history, but making advertising history.

You will want to receive it regularly. A cheque for 17/makes you a subscriber for a year. Mail it to London office.

## **FORTNIGHTLY**

London Address: 66-67 Shoe Lane, ECA Year's Subscription \$4 (26 Issues)

seriousness of the occasion evidently affecting each player in turn, either on the tees or on the greens. Pascall and Pennell were 2 up at the turn but Richardson and Rossiter managed to square at the 16th.

With the Publicity players securing a half at the next hole the game looked to be going in their favour. Playing for the 18th, Penuell missed his drive, but Pascall got well down the fairway, and the pair again squared, carrying the game to the 19th hole. There the Publicity men had the advantage and the match in their pockets, so to speak, for both their opponents were weak with their tee shots. Rossiter, whose putting had fallen away during the game, missed a four-feet putt for a win and the hole (a bogey 4) was halved in 6. The finish came at the 20th, when Pascall had a bogey 5 and Rossiter, who could not get them down, missed a yard putt. The Billposters, who have taken part in the four competitions now played, won the challenge trophy for the first time, and the players also receive replicas from Lord Riddell, the runners-up securing two prizes presented by Golf Illustrated.

The Advertiser's Weekly prizes for the best return by players not nominated for the challenge trophy competition, were won by Mr. G. R. Royds (16) of the Osborne-Peacock Co., Ltd., and his partner, Mr. G. H. Spillman (14), British Celanese Co., Ltd., who put in a remarkably good eard showing 6 up on bogey, one better than the cup finalists had returned.

#### Medal Competition

After lunch there was a medal competition, in which all the competitors, excepting the finalists, took part for two prizes given by Mr. Alfred Johnson. P. C. Burton, one of the two scratch players present, returned a 78 (1 under bogey) with a 38 out and a 40 home. The next best was 81, tied for by Luther Smith (4) and G. E. Perman (6), who will replay.

The tournament was voted by all concerned as the most successful, so far, of the series, and as a proof that Lord Riddell's offer of a second challenge trophy (the first having been won by the Aldwych Club) was appreciated in a sportsman-like spirit and as an honour well worth the winning.

## Sir Charles Higham Welcomed

New President of the O.P. Club

N Sunday night, the members of the O.P. club, which was founded in 1900 by Mr. Carl Hentschel as an offshoot of the Playgoers' Club, held a dinner at their new headquarters, the Hotel Cecil, to welcome their president, Sir Charles Higham.

Miss Constance Collier, in the chair, proposed the health of the retiring president, Mr. James Agate, dramatic critic of the Sunday Times, and Sir Walter de Frece proposed the health of Sir Charles Higham.

It was a characteristically humorous speech, introduced by the suggestion that a more suitable proposer of the toast would have been a tea merchant, since Sir Charles had been mainly instrumental in introducing the tea-drinking habit into the United States. He said he had noticed that when any of the health resorts were in need of a tonic, they sent for Sir Charles. He concluded with the remark that "business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does."

Sir Charles Higham retaliated with a humorous speech which had, however, an underlying note of seriousness. He said sincerely that he considered his election to the presidency of the O.P. Club an honour not only to him, but to the profession to which he belonged. He complimented Mr. Carl Hentschel on the fine work he had done, and hoped that he, the speaker, would be able to render that work even more effective.

Mr. Carl Hentschel proposed the health

of Miss Constance Collier.

#### A MANUFACTURING NECESSITY INTO A TURNING STRONG SELLING POINT—(cont. from p. 5)

Owner had conveyed the full tidings to an interested public.

One of the main new selling points was that the improved and fashionable radiator had a cooling surface 60 per cent. greater than that of the familiar old design. Moreover, it was pointed out that by this change it had been possible to fit larger and roomier bodies on all models and to allow a more fashionable body line. re-designed frame, new springing doors on both sides, re-designed coachwork and improved brakes and controls were some of the features calculated to appeal with strong interest to the motoring public.

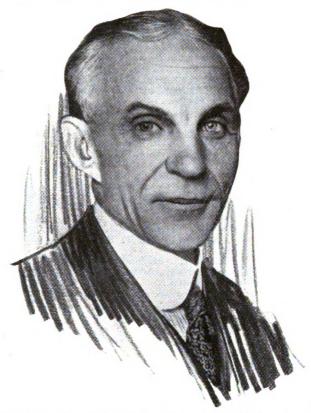
Following on another series of halfpages, there appeared the first of a number of double-column advertisements, headed "The new Morris is Better because —" The first reason was the new radiator, the others are following, thus intriguing the reader and ensuring a ready hearing as each new point is disclosed. Even the

borders of the new advertising layouts link up with the new radiator, for they consist of a series of "M's joined together, combined with small sketches of the radiator.

To the doubtful, who wonder whether the advertising value of the old radiator has really been sacrificed to good effect, the sales figures should speak eloquently. The announce-ment of the new Morris car resulted in larger immediate orders and larger dealers' contracts than have ever been experienced in the history of One dealer alone the company. placed a contract order for 10,000 cars on the strength of the new appeal. No greater proof could be given of the efficacy of the sudden change.

This is the third big annual campaign for Morris cars that has been handled by Edward Hunter & Co., Ltd., and it bids fair to eclipse all earlier campaigns by the dexterous way in which it has been controlled.

#### THE MOST MEMORABLE PUBLICATION OF THE YEAR 1926



### READ THESE BRILLIANT EPIGRAMS

### By HENRY FORD

"A generation ago there were a thousand men to every opportunity, while to-day there are a thousand opportunities for every man."

"Coal-mining, the world over seems to breed trouble; and will continue to breed trouble; until everyone learns how to use coal —that it is a valuable chemical, and not just something to burn." "There can be no standard wage. The very idea of a standard wage presupposes that invention and management have reached their limit."

"There are always two kinds of people in the world—those who pioneer, and those who plod. The plodders always attack the pioneers."

"Dishonest men do sometimes succeed. But only when they give a service which exceeds their dishonesty."

"An unemployed man is an out-of-work customer. He cannot buy."

"A business that does not make a profit for the buyer of a commodity, as well as for the seller, is not a good business."

THEY WILL INTRIGUE THE WHOLE OF THIS COUNTRY—EVERY STRATA OF SOCIETY, IN MR. FORD'S BRILLIANT DAILY CONTRIBUTION TO

## The Daily Chronicle

(LONDON — LEEDS)

#### COMMENCING NEXT MONDAY - - OCTOBER 4th

A double column of advertisement space on either side of the feature is available from October 5th (inclusive) at the usual rates—£4 per inch single column. Prompt booking will ensure a selection of dates and positions.

ANDREW MILNE, Advertisement Manager, Fleet Street, LONDON, E.C.4. Telegrams: MUNIARC, Fleet, London. Telephone: CITY 9330.

## Advertisers of "quality" products, appealing to men. Be sure to include The Outlook in your advertising schemes! It has a large subscription circulation. Its readers are drawn from the thinking and well-todo classes. The advertising rates are modest-the value excellent. Further details - and interesting topics discussed in our Organ — " The House Outlooker"-free to you for the asking. L. INDER HEWITT, Manager. Advertisement ::::: 'Phone : CENT. 3173.

69. FLEET STREET, E.C.4.

### CLUB NOTES & NEWS

#### WHAT'S ON

Publicity Club of London, Hotel Cecil; 7 p.m., Monday. Opening address by Lord Beaverbrook.

Regent, Caxton Hall, 7.30 p.m, Wednesday. "What is there Left for Advertising to Do?" Sir Charles Higham.

Leeds, Thursday, October 7. Cinema Exchange, Queen's Arcade, 8 p.m.; Thursday, "Film Adver-8 p.m.; Thursday, "Film Actising," Mr. J. B. Binmore.

Glasgow, Grosvenor Restaurant, 1 p.m. to-day (Friday), "The Fourth Estate," Mr. D. C. Cuthbertson.

Newcastle-on-Tyne, County Hotel, 7.30 p.m., Ladies' Night "The Fascination of Fact," Mrs. E. M. Wood.

Bradford, Midland Hotel, Tuesday, Address by Mr. T. B. Lawrence.

Manchester, Midland Hotel, 1 p.m., Tuesday, Address by Mr. Sydney Walton.

#### Bradford-Essentials in Advertising Prevention of Waste

A stimulating address on "Waste in Advertising" was given by Mr. Sidney F. Wicks, of Manchester, at the first meeting of the Club's new session. Mr. G. H. Leeson presided.

The growing necessity to feed a rapidly growing population, stated Mr. Wicks, made prevention of waste important to us. Advertising must be regarded as an essential part of industry, because it was a vital part of the whole activity of selling There could be no mass production without the possibility of finding a universal and simultaneous market, and that could be only found by modern

methods of publicity.

The advertising profession was no more and no less wasteful than any other part of industry. The fact was that part of industry. The fact was that our methods of distribution based on competitive selling were necessarily waste-ful, and that in the course of evolution there would have to be a scientific organisation of the distribution of goods. On the other hand, the competitive on the other hand, the competitive system contained advantages, human nature being what it is. "I believe," said Mr. Wicks, "that making people want things is a grand thing for society." Mr. Wicks suggested that the municipalities were behindhand in advertising. If an attractive and convincing little brochure were enclosed with the demand for rates stating picturesquely and logically exactly what the ratepayers got for their there would not be so much grumbling about the payment of rates, and the money would be forthcoming more quickly. It would also make for a more quickly. It would also m deeper sense of responsibility. Waste in advertising the technical point of view (lack of scientific knowledge and of co-ordination) was also discussed by the speaker, who condemned the methods of payment of "open or secret com-missions" by newspapers to advertising agents.

#### Dundee - Business Club Arrangements Completed

The Dundee Business Club reopens on October 19, with an address on "Industrial Peace Union." The meetings are held on the third Tuesday of each month from October to March, and an interesting programme has been arranged.

Regent-Annual Meeting and Election of Officers.

The third annual general meeting of the Regent Advertising Club was held on September 22, at the Caxton Hall, Westminster. Mr. Philip Emanuel was in the

On behalf of the Committee, the Hon. Secretary gave a report of the year's work, which showed that the past year had been distinctly one of progress, the membership standing at 435 to date as against 300 at the same time last year.



Mr. Philip Emanuel

Reference made to the course on "Psychology of Advertising," which, at the request of officers of this Club, was organised by King's College, University of London. It was further pointed out that in the Autumn Session, as a result of this Course. "Psychology of Advertising" would be included in the Emanuel general syllabus of King's College.

A letter was read from Sir Charles

Higham, the retiring President, regretting his inability to be present at the meeting, and proposing as his successor Mr. Philip Emanuel. This proposition was seconded by Mrs. Wood, also by letter, supported unanimously by the Committee, and carried.

Mr. Redgrove proposed and Miss Wilson seconded that Lt.-Col. Lawson, be reelected as Vice-President, and the following as new vice-presidents:-Sir Ernest Benn, Sir Sefton Brancker, and Sir Sydney M. Skinner.

The Chairman announced that in accordance with the rules vice-presidents shall not continue in office for more than two years, and Mr. F. W. Goodenough, Mr. Murray Allison, Mr. C. Harold Vernon, and Mr. Wareham Smith are retiring becoming from vice-presidency and patrons of the club.

The only nomination received for the office of Chairman was that for Mr. H. G. Saward, and he was therefore elected as Chairman of the Club.

Mr. E. B. Green was re-elected as Vice-

Chairman of the Club.

Miss Muriel G. Atkins was again reelected as Hon. Secretary. The meeting was asked to consider the matter of an Hon. Assistant Secretary, and notified that applications for the office would be welcomed.

Mr. D. E. Macdonald was re-elected as Hon. Treasurer. The Hon. Assistant Treasurer, Mr. G. Westlake, had retired, and the only nomination received was for Mr. W. J. Earley, who was therefore

Eight new members were nominated for the Committee, and five of the old Committee offered for re-election. The matter was therefore decided by voting, and the following were elected: Mr. Noel Gasquoine, Mr. G. J. Redgrove, Mr. R. H. Harries, Miss A. Burton, Miss D. Wilson Mr. Dudley Turner, Miss de Jonquiere, Mr. S. T. Smith and Mr. W. Anderson.

The Chairman then announced that the following, in addition to those already acting in this capacity, had agreed to become patrons of the Club: Mr. W. S. Crawford,

# Three Important Dates for your Christmas Trade

Oct. 4th Oct. 15th

PRESS DATE

COLOUR

Pages

PRESS DATE

for

BLACK & WHITE

Pages

Nov. 18th

DATE OF PUBLICATION

Nash's

GREAT CHRISTMAS NUMBER

The Ideal setting for your salesmanship-on-paper.

Write for Particulars of Prices and Spaces to BURTON A. LING, Advertisement Manager, 153 Queen Victoria Street, E.C.4. Central 6591. Northern Advertisement Office: 1 Princess Street, Albert Square, MANCHESTER

# Our Advertisers have not gone on strike

One of them has increased his space to FIVE COLUMNS per issue.

Between May 1st and September 25th, 22 weeks of Coal Strike, one of our local advertisers has taken over 2,300 column inches in the *Hexham Courant*. This includes eleven full pages and averages five columns per issue.

This is not an exceptional case, for several other advertisers have weighed in with large spaces during the past few months, and local advertising has been well maintained.

Strike or no strike, the tradesman on the spot keeps on advertising. He knows that however much industrial disputes may disorganise the trade of the large towns they have but little effect upon the solid prosperity of the Hexham district.

He knows he can reach a prosperous and responsive public whenever he advertises in the *Hexham Courant*.

Mr. National Advertiser, why not take a leaf from the book of the local advertiser and exploit the Hexham market NOW?

Let w send you a copy of "Ever-Widening Circles." This booklet gives many interesting facts and figures about the "Hexham Courant" and the district it covers.

# The Hexham Courant

Beaumont St., Hexham, Northumberland.

London Office:
M. Blythe, 148, Fleet St., E.C.4.
'Phone: 2110 Central.

Mr. T. B. Lawrence, Mr. Alec Nathan, Mr. W. B. Robertson and Mr. W. M. Teasdale.

Mr. J. R. Hill and Miss C. M. B. McCann were re-elected as auditors of the Club. Votes of thanks were offered to the retiring President, the Vice-Presidents and Patrons, to the retiring Committee, Chairman and Officers, and to the retiring Auditors.

The Secretary also announced that the birthday of Regent Activities would be Friday, October 1. This was to be the official organ of the Regent Advertising Club, would be issued fortnightly to members, and would take the place of circular letters.

Publicity Club of London—Lord Beaverbrook to address Opening Meeting

Meeting
A big "first night" is being arranged
by the Publicity Club of London on the
opening of their session at the Hotel
Cecil on Monday next, October 4.
The club is extremely fortunate in

The club is extremely fortunate in securing for that evening Lord Beaver-brook, who has promised to express his own particular views on "Advertising."

Most of the prominent advertising men in Fleet Street will be there and the Publicity Club of London have felt it necessary to issue special invitation tickets to members and their guests to prevent the meeting being uncomfortably crowded.

Leeds—Mr. C. A. McCurdy on the Revolutionary Ideas of Henry Ford

The first meeting of the Publicity Club of Leeds was held on Friday evening last, when the Rt. Hon. C. A. McCurdy, P.C., K.C., spoke on the "Revolutionary Ideas and Industrial Proposals of Henry Ford."

Mr. McCurdy opened his remarks by saying that one of the most amazing underlying business principles which had guided Henry Ford to success was his recipe for hard times, which was to lower the price of production by increasing the wages of the workers. Nothing could be more provocative of thought and discussion than Henry Ford's new book, "To-day and To-morrow," which has just been published, and from which one gathered that Henry Ford stood for a force just as revolutionary as was Christianity in the Roman Empire. People could not afford to neglect to consider his views, because Henry Ford had not only propagated revolutionary doctrines, but had brought them into practice and had achieved amazing industrial success.

"Mr. Ford's doctrine, which sounds ridiculous, is different from anything we have had from the enlightened coal owners of this country," continued Mr. McCurdy, "The old-fashioned manufacturer's idea that his business is to provide capital, plant, and machinery and to pay as low wages as possible was directly opposed to the Ford doctrine, which was that the manufacturer, the worker, and the consumer, were the same people."

The essential view was that the workers were the manufacturers' consumers and were the consumers for every other manufacturer in the country. It was only by large production and high wages that the worker could take his full share of that production.

There was this fundamental difference between the economic outlook of Henry Ford and the ordinary European manufacturer. He looked on the world as a treasure house of inexhaustible riches which only required a little intelligence and a little organisation in order to provide rich profits, high wages, and an excellent standard of living for all.

His was a view of optimism and one which repudiated absolutely the views of the orthodox English political economists with their law of diminishing returns. Henry Ford held the view that every ablebodied emigrant admitted to the United States was, under proper organisation, a gift to the country of many thousands of dollars.

Mr. McCurdy was accorded a hearty vote of thanks on the motion of Mr. W. P. Bowman, seconded by Mr. C. P. Hitchen and supported by Mr. R. R.Hedley (Hull).

#### I.S.M.A. Annual General Meeting

The 143rd Dining Meeting and the 16th Annual General Meeting were held at the Holborn Restaurant on September 16, 1926, with Mr. J. M. Beable in the chair. After the retiring president, Mr. H. S. North, had congratulated the chairman on a very successful year of office, Mr. J. M. Beable, retiring chairman, addressed the meeting.

In the course of his remarks he particularly referred to the support given him by the past presidents of the Association. and paid tribute to Mr. North, retiring President,

"It must not be forgotten," continued Mr. Beable, "that this Association is every year doing more than it did the previous year. Not many years ago all this Association attempted to do was to hold a monthly meeting; nowadays, we hold more than one monthly meeting, and, in addition to our ladies' night, we have other business and social arrangements. We have our club room, the publication, Isma and many other activities, including the practical work of the committees."

The minutes of the previous annual general meeting were then read by the secretary, Mr. Stanley F. Talbot, and were confirmed, and the balance sheet, showing a very satisfactory financial position, was circulated and approved.

Mr. J. M. Beable, the retiring chairman, was elected president for the ensuing year.
Mr. F. W. Goodenough, sales controller of the Gas Light and Coke Company, was elected chairman, and Messrs.
Hopton Hadley, H. Pickup and G. Bernard Thompson, vice-chairmen. Mr. Stapley F. Telbet was a cleated become

Bernard Thompson, vice-chairmen. Mr. Stanley F. Talbot was re-elected honorary general secretary, and Mr. W. J. Gray-Ramsay, was re-elected honorary treasurer.

The following members were elected members of the council: Messrs. John Ames, Leonard Broad, Gilbert H. Carr, G. A. J. Hopkins, E. W. Jones, W. J. Moore, E. Merison, F. J. Nash, H. S. Rounce, and R. B. Stewart.

Women's Advertising Club—Annual Meeting.
The Women's Advertising Club of

London will hold its annual general meeting at the Trocadero Restaurant on Thursday, October 14.

Glasgow — Educational Advertising Course Arranged.

At a general meeting held in the Grosvenor Restaurant, Glasgow, on Friday last, a comprehensive educational scheme was reviewed and approved by the members.

It is proposed to hold twelve fortnightly classes from October to March, each of 1½ hours duration. There will be no qualifications for students other than that he or she be over the age of sixteen. It is hoped to start with one or two classes of 15 to 20.

A nominal fee for the whole course and an optional examination for certificates will be held at the end of the session. The Club are hopeful of a good response to their innovation.

Publicity Club of London-Golf Final

for Lord Riddell Trophy

Mr. A. G. Rossiter and Mr. P. J. S. Richardson, representing the Publicity Club of London at the Inter-Ad. Clubs' Golf Tournament, held at Walton Heath, on Wednesday, September 22, for the Lord Riddell Challenge Trophy, tied with Mr. C. W. Pascall and Mr. R. Pennell, representing the Billposters' Association, in the morning with five up. The final was played off in the afternoon and carried to the 20th hole before a decision was reached in favour of the Billposters.

Hull-Need for Greater Publicity for the Port

Addressing the Hull Advertising Club last Wednesday, Mr. Stuart Hirst, speaking on community advertising, made allusion to what Hull had done in that direction. Hull, he said, could not be counted to rest entirely on its laurels—though it was one of the first Corporations to go forward with a Bill to levy a rate for advertising.

The lack of outside knowledge of Hull's potentialities called for a judicious and vigorous policy for making them known outside the city's boundaries. An interesting discussion followed the address. On the proposition of Mr. R. H. Hedley, a resolution was adopted urging the city Corporation to undertake a campaign of judicious publicity at home and overseas.

Newcastle-Club Support for North-East Coast Exhibition

It has been decided to hold a North-East Coast Exhibition at Newcastle in At a meeting representative of all sections of the business world and municipalities, Messrs. L. C. Robson (president), F. B. Fenwick (vice-president), W. A. Allan and W. G. Tully represented Newcastle Advertising Club. Mr. Robson extended to the Lord Mayor of Newcastle the ready support of his club.

Nottingham-High Wages as Trade Stimulant

Pointed suggestions as to the reasons for America's industrial prosperity, compared with that of Britain, were contained in a telling speech delivered by the Right Hon. C. A. McCurdy, at the opening of the autumn session of the Publicity Club of Nottingham, held at the Mechanics Lecture Hall on Monday night.

His main contention was that the peoples of the two countries were dia-

metrically opposed in outlook.

Whereas in America there was a general optimism and belief that the greater the wealth created the greater would be the individual wealth, in Britain the belief was that the greater the wealth created the sooner the individual would

be walking the streets seeking a job.

In spite of the Great War and its consequent loss, he doubted if openings for British trade were ever better than they were to-day. There was a wonderful home market to be created and supplied. In conclusion, Mr. McCurdy said the great need of this country was optimism. While he was not a believer in Coucism in general, he was sure that trade depressions were more due to mental depressions than to any other cause, and that trade revivals were brought about by a revival in spirits more quickly than by other means.

The Mayor, who presided, extended a welcome to Mr. McCurdy, and expressed his great belief that without advertising they could not hope to succeed in business.

A vote of thanks to Mr. McCurdy was proposed by Prof. A. W. Kirkaldy.

### HAIRDRESSING THE ALLIED TRADES EXHIBITION

Will be held at the Royal Horticultural Hall, Vincent Square, Westminster, S.W.1, October 23rd to 29th.

A limited number of special facing positions are matter available in the Official Catalogue for general advertisers as well as for those associated with All particulars obtained from the Exhibition Department of THE DORLAND AGENCY,



DORLAND AGENCY LTD., DORLAND HOUSE, 14 REGENT ST., S.W.1 Rio de Janeiro Atlantic City, Buenos Aires, New York, Paris.

How the

Sammannian Amma Amma Amma

#### **ADVERTISING BENEVOLENT** NATIONAL

is helping Advertising men and women.

T gives pensions to incapacitated men and women, assists those in distress, provides treatment in sanatoria and convalescent homes, and maintains and educates orphan children. £26,782 has already been expended in pensions and grants. Every person engaged in the business of Advertising should join.

SUBSCRIPTION ONE GUINEA ANNUALLY ONLY

Full details of complete benefits from

LONDON: Hon. Secretary, Robt. J. Owen, 61, Fleet Street, E.C.4. MANCHESTER Branch: Hon. Secretary, P. H. Winter, 3, Cross Street.

## Letters From Our Readers

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

#### **Advertising Information Wanted**

SIR,—While the I.S.B.A. is universally regarded—and of course justly—as being opposed to the "advertising" interests, since our aim is to further the interests of the advertisers themselves, we think the following statement will still be interesting to all of your readers who sell advertising.

We ask to be kept permanently posted with all promotion matter issued not only by newspapers, journals and periodicals, but also by all sellers of advertising service and materials, such as advertising agencies, sign makers, exhibition contractors, film or poster agencies, artists, copywriters, office-equipment makers, advertising novelties, etc., everything in fact on which information is needed by advertisers.

No contracts are placed or purchases made by the I.S.B.A., but all such information is classified, arranged in alphabetical order in its proper file and sent out on demand whenever any member is considering the purchase of that particular article or service. Special points can be dealt with in individual letters and will be treated in the same way.

This service is frankly intended for the

This service is frankly intended for the benefit of the advertiser, but as it benefits the sellers of advertising service and materials in exactly the same degree, and costs them nothing, it is hoped to get their co-operation. It ensures their coming automatically before the members when contracts or purchases are being

considered. The service is, of course, also free to members.

L. BRITTON,

Individual Service Department, 134, Fleet St., E.C.4. I.S.B.A.

One Hundred Per Cent. Representation
With Mrs. Comerford's apologies to
Lorelei and Miss Anita Loos.)

SIR,—It seems that there is a gentleman called Mr. "Rep" who is quite cross with an advertising girl like I called Mrs. Comerford because she does not say rude enough things to his friends. But I always say that if a girl is magnanimous and does not shoot it seems so quaint of a gentleman to insist on being shot at. I mean to say if a girl is careful all her shots could not really miss the mark.

I mean I think that Mr. "Rep" is quite divine because he really believes in rate cards but Mrs. Comerford says it would be quite a mistake to think a gentleman was intelligent just because he had a nice clean rate card. And anyway it would take a real optimist to think a girl could get educated from a rate card.

But an advertising girl like I soon quite finds out that there are often two sets of rates for each set of newspapers. Because gentlemen in advertising seem to have one for quite formal people and then they have another when people are more informal and I always like to

see how informal a gentleman can afford to be.

An advertising girl who has done it as long as I is always very very interested to find how fond gentlemen are of big words for quite simple things. For instance if two gentlemen are in an office and the door is shut it is always a "conference." I mean Mr. Joseph Lyons certainly did think up a big idea when he started morning coffees so that newspaper gentlemen could be in conference and still enjoy themselves.

when he started morning conees so that newspaper gentlemen could be in conference and still enjoy themselves.

Mrs. Comerford says it is quite cute of Mr. "Rep" to pretend an agent is obscure because anyone would know that a girl like I does not want to waste her time thinking up schemes for a gentleman to sell his goods and then have Mr. "Rep" go and make her do it all over again to get in something he wants. Because I always say it is easy for Mr. "Rep" to get orders just on his own say so. But when I want anything I have to prove it. I mean a gentleman can make quite a lot of new friends that way. But even the youngest advertising girl knows that for an agent old friends are best.

I mean that even if you do tell a lady in Peru about your permanent wave it is a great mistake to rely too much on science to get it over to her

science to get it over to her.

So Mrs. Comerford says that ever so many quite nice Mr. "Reps" she knows and likes to see have told her that she seemed to them quite brainy in thinking up that article. But it is not so very easy for everybody to write in print and say so. Because it seems when you are working for an advertisement director he does not like you to be to frank, and everyone knows the old adage "The higher they are the harder you fall."

THE

## CARLISLE JOURNAL

Established 1798.

Published on Tuesdays and Fridays, is the recognised leading County Paper of Cumberland.

It has an extensive sale throughout CUMBERLAND,

WESTMORLAND, and the SOUTH of SCOTLAND.

Circulating over 300 towns and villages in these prosperous areas. For nearly 130 years the CARLISLE JOURNAL has been the recognised Advertising Medium of CUMBERLAND.

In order to make your advertising in the North West of England quite complete, "THE CARLISLE JOURNAL" must be included in your appropriation.

Apply for Rates and Specimen Copies.

HEAD OFFICES: 60, English Street, CARLISLE.

Tel. No.: Carlisle 50. Tel. Ad.: "Journal, Carlisle." LONDON OFFICES:

Chas. Crane, 44, Fleet St., E.C.4

Tel. No. : Cent. 5060.

#### " The Man on the Road"

SIR,—When people who sit in leather-covered armchairs, and who possibly carry out their particular duties conscientiously according to their lights, begin to tell the "man on the road" what they expect from him and the organisation he represents, we must not be blamed for beginning to sit up and take notice. In fact, we may look upon the article in last week's WEEKLY by "Rep" as a mild sort of beginning.

The Man on the Road, if he is a "stayer" at all (and my fifteen years are but a short "vacation" compared to some of my colleagues) has got to be a wonderfully all-round sort of man. He must combine tact, courage, energy, perseverance and optimism to an extent that would leave advertising agents (the kind that spend their time in suites of offices) far in the rear. But from an intimate knowledge of many of the "old stagers" on the road I have met, I would say that chief among their oustanding features is the determination to "play the game." In fact, the "Rep" who doesn't won't stay very long.

Of course, there are agencies and agencies, and though you can rightly class a goodly number of them as coming under the heading of "The Best People"—there are others.

I recall to mind an instance a short time ago where I had dared (quite innocently) to secure the interest of the principal of a large firm in a proposition particularly suited to their purpose. I had worked it right up to the "clinch" when I found it must come through "our agent." "All our business has to " was the somewhat regretful comment.

A visit to the agent found him un-

accountably incensed—hostile, perhaps, is the better word. I found with surprise he had gone to some trouble to influence the client against my proposition. My suspicions were aroused by a somewhat "close," almost sullen attitude.

Not liking the look of things I delved further and finally pulled the order off. Later, the client gratefully told me that he had had an excellent weekly average of orders from the advertisement medium I had brought to his notice—up to as many as 35 orders per week, but the agency is most "unfriendly" to me still, and will probably remain so.

I would like to tell agencies that many a potential advertiser has been created in the beginning by some persevering "man on the road." Aye! And many a potential advertiser has been killed by the grandiloquent schemes and programmes of some "Expert Consultant Agency" in their suite of well-carpeted rooms.

Unquestionably, much of the development in the advertising world of to-day can be traced to the hard spade-work of the "old stagers" on the road, and to my mind an agency is not complete which does not number among its principals or directors at least one member who has the finishing touch only to be gained in the hard school which a few "terms" on the road will provide.

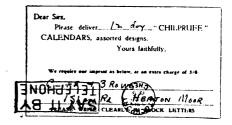
I am one of those who believe that the day is coming when the main business of the agent will be to design, lay-out and possibly "place." For the two former many agencies are eminently fitted, but when it comes to the latter they will act only under the wise guidance and sober judgment of the "principals" by whom they are employed.

As to representatives, travellers, canvassers, space-sellers, etc., etc., the day is nearing when a greater measure of cooperation will be a matter of importance.

FIFTEEN YEARS ON THE TROT.

#### Another Aspect of Postmarks.

SIR,—With reference to the opposition to advertising on envelopes and postal matter which has been given publicity in your journal, we are enclosing an order form post card which has been subjected to this treatment and, but for the fact that we deal regularly with the firm whose name and address is written thereon, it is quite feasible that the obliteration caused by the carelessness of the persons responsible for stamping the advertisement, also the postmark, would lead us to print these particulars on the advertising matter required, incorrectly.



It is apparent to us that both the advertisement and the postmark have been stamped in haste, and regardless of position, therefore this means of publicity does not—from the example in question—promise much value.

HECTOR A.HUGHES,

Director, Muller, Blatchly and Co., Ltd.

## D. C. CUTHBERTSON & CO., L<sup>TD.</sup>

beg to announce to all those interested that they are running an Advertising and Commercial Art Exhibition in the McLellan Galleries, 270, Sauchiehall Street, Glasgow, from Monday, 4th, to Saturday, 9th October, inclusive. The hours are from 10.30 a.m. to 7 p.m.

The Exhibition is entirely a house one—no other firm is participating—and will consist of Sketches, Ideas, Designs, Layouts, Photographic Adaptations, Specimen Advertisements, Type Settings, etc., etc. Advertisers and all interested are cordially invited to favour us with a visit of inspection.

The aim of this Exhibition is to improve Advertising Service and to prove to advertisers the strides made in modern publicity.

196, BATH STREET,

**GLASGOW** 

THE CITY OF

### PORTSMOUTH

THE FIRST NAVAL PORT

### IN THE WORLD

THE FINEST and LARGEST

### DOCKYARD

IN THE KINGDOM

THOUSANDS of MEN ALWAYS AT WORK

MEANS PROSPERITY and MONEY TO SPEND

### **MORAL**

USE THE HOARDINGS of the

### Portsmouth & District Billposting Co., Ltd,

74 - 76, ARUNDEL STREET

THE REPORT OF THE PROPERTY OF

#### ADVERTISING MANAGER

4 vears with leading West End Stores (\frac{1}{2}\) as Advertising Manager) and nation-wide provincial experience. First class copy-writer (Diploma), Lay-out man and Sales-letter writer. Author of numerous articles on Advertising and Sales Management. Excellent business and private references. Salary 6500. Address, "Profit Raiser," c/o "Adverisers" Weekly, "66, Shoe Lane, E.C.4





## When Youth Lights

Affiliated to the Associated the Way

THE future of Advertising lies with the Youth of the business. We, in the Regent Advertising Club, are learning, moulding our enthusiasms—ambitions—ideals—preparing to lead the way: will you be ready to seize your opportunity?

Membership of the Regent is practical preparation—you will learn and gain the friendship of those working to the same end.

Write to the Honorary Secretary—Sub. 7/6 yearly.

THE

#### REGENT ADVERTISING CLUB

43, Bedford Street, London, W.C.2.

## Publication Notes and News

Answers to Correspondents
The Morning Post last Thursday announced a new feature-answers to political questions sent in by readers. Every Saturday, extracts from these answers will be published.

92 Columns of Export Advertising The Overseas Daily Mail last Saturday was remarkable for the amount of advertising it carried. In the twenty-four page paper, there were no less than 92 columns of advertising from big British advertisers.

#### 16,618 Net Sales

The net sales certificate of the West Briton and Cornwall Advertiser show the figure of 16,618 copies each Thursday for the period January 1 to June 30, an increase of 515 copies over the previous six months.

A Good Time Coming

As already mentioned in the WEEKLY, Mr. Henry Ford's series of articles on "The Great To-Day;' the Greater Future' commence on Monday, October 4, in the Daily Chronicle.

Seven Years Without Break
Continuing their series of folders on
the question of "What is the most
valuable advertising space?" John Bull
has just published a letter from S. A.
Barry and Co., the tailors, stating that
they have had a half-page in John Bull
without a break for seven years. without a break for seven years.

Empire Press Union Records
The Empire Press Union are shortly bringing out the book record of the Third Imperial Press Conference in Australia. This book will have a considerable circulation amongst newspaper men throughout the Empire, and amongst all interested in imperial questions both in the dominions and at home. In order to defray the cost of preparation and publication of the book, a limited number of full and halfpage advertisements will be accepted, and all information can be secured from the secretary, the Empire Press Union, 71, Fleet Street, E.C.4.

Two Special Issues

Extensive plans are being made to advertise two boom numbers of Home Companion which are now being prepared. A gift of free patterns will be made in each of the October 30 and November 6 issues, and in view of the publicity they will receive in the Press and by poster, Mr. Charles E. Mander anticipates the same result as that forecast for a similar scheme now being operated in connection with *Woman's World*, viz., an increased circulation of 100,000 copies.

Trade Marks and Brands

Two pages of Monday's issue of the Nottingham Guardian were devoted to a comprehensive list of trade marks and branded goods of representative firms, compiled by the Guardian Trade Intelligence Bureau. The list is being widely circulated throughout the world.

204 Pages of Advertisements

The current issue of the Cabinet Maker contains 262 pages, of which 204 are devoted to advertisements. It is the 46th annual Autumn number and for the first time includes a special supplement dealing with the furniture and allied trades of Birmingham and the surrounding districts. The improvement in the appearance of the advertisements is a notable feature, while the number carried is certainly remarkable.

Famous Author Number

The Christmas number of Nash's Magazine will contain contributions from some of the most famous authors and artists of the day. To mention just a few, A. E. W. Mason, W. J. Locke, Anita Loos, the Countess of Oxford, Robert Hichens, Hugh Walpole. St. John Ervine, Sir Wm. Orpen, Sir Philip Gibbs, Mrs. Belloc Lowndes, Denis Mackail, and H. M. Bateman are con-tributing, and it is a number that will be very widely read.



The first of the new Columbia "Viva-tonal" advertisements appearing day and referred to on page 12

Consequences

All who know the old fireside game of "Consequences" will like the clever piece of propaganda published by Woman. It consists of eight slips of paper pinned together, on each of which a game of Consequences is played. What "he said to her," what "she said to him," what "the world said," and so on, are the means of introducing some really clever selling talk for Woman.

Fine Furniture Number

The special autumn issue of the Furniture Record carries 176 pages, of which some 130 are devoted to advertisements. An interesting feature in connection with this number is the inclusion of four pages of colour advertisements, two in three colour and two in two colour. They are printed excellently on good art paper. A special Lancashire supplement is carried.

Not for the W.P.B.

So many advertising folders find their way into the waste-paper basket. T. B. Lawrence, Ltd., have avoided this possibility by producing a splendid piece of copy in the shape of an ordinary correspondence filing folder. There is an orthodox tab on the edge, with the name "T. B. Lawrence, Ltd." in orange and black. black. The folder fits into the filing cabinet and is easily picked out. The copy includes a large map, showing all the towns in which there is one of the firm's van-poster services. It is a folder that most advertisers will want to file. Letters and literature will be sent out to advertisers from time to time, dealing with van advertising, and will fit into the folder now provided.

#### **CURRENT ADVERTISING**

Notes of New Business Going Out: New Advertising Now Appearing in the Press and on the Hoardings

D. J. Keymer & Co., Ltd., have commenced for Lincoln Jams and Marmalade.

Erwin, Wasey & Co., Ltd., have been booking space for Armour's Veri-Best Canned Beef and Armour's Beef Cubes.

C. Vernon & Sons, Ltd., have issued new instructions for Fox's Paragon Frames and have business in hand for Woldes' Koh-i-noor Shoe Fastener.

Smith's Agency, Ltd., have new season's advertising for Sunbeam Gas Fires.

G. Street & Co., Ltd. (Serle Street), are renewing for Cash's Woven Names.

Muller, Blatchly & Co., Ltd., have commenced a new scheme for Peri-Lusta Knitting Threads and have renewed for Roche's Embrocation.

Day's Advertising Agency is placing provincial business for Morris's Blend. Curtis Agency, Ltd., have been giving out for Naunton's Music System.

C. Mitchell & Co., Ltd., are again handling a scheme for National Radiators. Maclean Agency (Edinburgh) has been booking space in illustrated weeklies for Greensmith Downes.

J. H. Goring has increased for Grossmith's Perfumery and for Viking Chocolate.

John Haddon & Co. are running a series of pages for Gossard Corsets.
Wilfred Scriven, Ltd., are booking space for Ever Ready Lamps.

Arthur Knight Co., Ltd., have business in hand for Ciro Pearls.

Barker, Drabble & Co. have been booking displays for Chivers' Carpet Soap.

London Press Exchange, Ltd., are handling a new Berger Paint scheme for

J. P. Shaddock has again been placing for Champion Sparking Plugs.

Roebuck's Advertising Service are preparing the season's campaign for the Enterprise Manufacturing Co. and the Home Entertainments.

Goldberg Advertising Agency, Ltd., are placing new business in New Zealand for Irvine's Yeastvite, Mikiphone and Romac products.

Romac products.

Dorland Agency, Ltd., are handling advertising for Darwin Razor Blades, Telephone Manufacturing Company, the Rubber Growers' Association, Messrs. W. Jelks & Sons, Henlys, Ltd., Pratt's Motor Spirit, Silver-King Golf Balls and Eugene, Ltd., as well as the provincial campaign for the Hotel Cecil.

#### THE SCIENCE OF ADVERTISING

R. JOHN G. NASH, chairman of Messrs. Nash and Alexander, has just issued a book, "Advertising as a Science" (2s. 6d. net), in which he discusses "the necessity for more accurate and scientific methods in the practice of advertising." Advertising, he points out, advertising." Advertising, he points out, is still inan experimental and undetermined state, and he advocates its establishment as a science. His arguments lead him to the proposal for the establishment of a "Federation of British Advertising" which would, under expert direction, direct the carrying out of experiments, researches and the compilation of data. A central laboratory would be established and there would be Fellowships, Memberships and Associateships, with examinations.

The book is thoughtful and the arguments are carefully put forward. The proposal is not wholly new, but Mr. Nash's exposition of the need for such an institution will be read with fresh interest.

## "DRIER SIDE" IS BUYER SIDE

OST of the big industrial centres are on the L.N.E.R. side of that line which divides Great Britian into East and West-you know the line.

The people who travel by L.N.E.R. and take 371,000,000 journeys on that line in the year, live where the money is and buy what the posters advertise.

Your poster, plate, showcase or placard in the 2,500 railway stations on the Drier Side of Britain covers at once the most fertile buying field in the country.

Rates are economical. In every case they include regular supervision and effective maintenance by the railway company's own

There are no "hole and corner" sites; no neglected hoardings. You may cover the whole field or select your territory. Advertise on the "Buyer Side of Britain."

## POST YOUR **POSTER** THE $L \cdot N \cdot E \cdot R$

Apply for rates to the Advertising Manager, L.N.E.R., King's Cross Station, N. 1. Telephone: North 4200. Telegrams: - " Vertishead, Rail, London."



### "The Shields

### Baily Gazette"

(Established 1855)

a territory with covers population of

## 195,000

in which are

367 Grocers;

48 Men's Outfitters;

72 Tobacconists;

139 Drapers;

52 Chemists;

84 Boot and Shoe Dealers.

INDUSTRIES: Coal, Shipping, Engineering, Shipbuilding, Iron Foundries, Chemicals.

Write for full particulars:

Advertisement Manager,

The Northern Press Limited, Barrington Street SOUIH SHIELDS.

LONDON: H. Smale, 185, Fleet St., E.C.4

#### GOOLE

MOST INLAND PORT ON THE EAST COAST

Reach the important Industrial and Agricultural areas served by this Port by using the Advertising Columns of

THE

## Goole Times

**SERIES** 

Comprising:

The Times (The Goole ONLY Local Newspaper). The Selby Express. The Howdenshire Gazette. The Thorne Doncaster and Advertiser (Every Frid y). Goole Journals (Wednesday and Saturday).

Established 1853.

Rates and specimen copies on application to the
ADVERTISING MANAGER,
"TIMES" BUILDINGS, GOOLE, YORKS.

Teler hone: Goole 266-7. Telegrams: "Times, Goole,"

## The Advertiser's Gazette

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

CREDITORS' MEETING

The adjourned first meeting of creditors was held on September 22, at Bankruptcy Buildings, London, under a receiving order made on June 16, aganst Thomas Brooks, described as Brooks' Publicity Service, 57-58, Chancery Lane, W.C., advertising agent. M.. Walter Boyle (Senior Official Receiver) reported that the meeting had stood adjourned to enable the debtor to submit a proposal to his creditors. The debtor, however, had not lodged a pro-posal and on September 18 he was adjudicated bankrupt. According to the statement of affairs, there are 63 unsecured creditors for £1,746, and the assets are estimated to produce £4; there being certain Canadian property valued at £3,000, but this was not expected to realise anything. The failure of the debtor was attributed to bad debts incurred, and trade depression. The creditors decided that no resolution should be passed, and the estate accordingly remains in the hands of the Official Receiver for a decident of the Official Receiver for administration.

#### VOLUNTARY LIQUIDATIONS

[NOTE.—Voluntary liquidations, may, in some instances, refer to companies in course of reconstruction.]

" Prom " Select Guide Co., Ltd. (in voluntary liquidation). Creditors of this company who have not already sent in their claims should do so by October 9, to J. Todd, C. A., 18, Birley Street, Blackpool, or Wm. Latham, C.A., 19,

Market Square, Lytham.

The Galety Magazine Publishing
Co., Ltd. (in voluntary liquidation).

—Creditors of this company who have not already proved their claims should do so by October 19, to E. A. Radford, 3, York Street, Manc hester, the liquidator.

PARTNERSHIP DISSOLVED
Expedite Poster Co. (Geo. A. Nash
and Walter J. Taylor), writers of posters,
etc., 25, Shard Road, Peckham. Mutual dissolution, September 4, 1926.

PUBLIC EXAMINATION

Edwards, William, carrying on business at 9B, North Street, Exeter, sign writer and advertising contractor (29 of 1926). Public Examination, 11 a.m., October 7, 1926, at The Castle, Exeter.

ADJUDICATION

Brooks, Thomas, described in the Receiving Order and trading as Brooks' Publicity Service (a firm), of 57-8, Chancery Lane, W.C. (739 of 1926). Adjudication, September 18, 1926.

APPLICATION FOR DISCHARGE APPLICATION FOR DISCHARGE Hart, Henry Chas. Edgar, trading as Edgar C. Hart and Co., lately carrying on business at 93-4, Chancery Lane, W.C., and 10, London Street, E.C., advertising agent. (578 of 1926). Hearing fixed for 11 a.m., October 22, at Bankruptcy Buildings, Carey Street, W.C.

NEW COMPANY.

[Compiled for the ADVERTISER'S WEEKLY by the Information Bureau, Ltd., 140, Strand, W.C. 2.]

Leigh-Breton Advertising Agency, Ltd. (216,879).—Private company. Registered September 23. Capital, £250 in £1 shares. Objects: To carry on the business of advertising contractors and agents, etc. The subscribers are :- J. H. Leigh Stewart, G. J. C. B. Beaumont. Registered office: 1, Great Winchester Street,

## A Novel Agency Promotion

By Bernard Maurau

HIS is an account of how the Sales Management or Promotion problem of a servic? agency is being tackled, and some information about the admittedly novel propaganda method used and some hints on costs and results

Busily engaged with personal service for its present clients, it was physically impossible for the principal or his manager to do continual outside work or as much "special letter" propositions of the principal letter in t "special letter" promotion work as they would like. Many plans for a persistent, economical "attention-arresting" propaganda system were discussed, and one

was finally adopted.

The basic idea was that they, as advertising men, should take their own medicine and prove that the intelligent use of the right kind of medium would inevitably interest their own potential market. They were not afraid of the competition of related businesses such as printing, engraving or paper-making; they knew that the objectives of all were identical. Each wanted to sell the idea of better advertising, whether a visiting card or a

page in a national daily.
Equipped with a hand-picked mailing list, it was decided to offer the business executive something useful, in the form of an office device likely to be not only kept, but used continually. In spite of looming high costs, anything cheap or cheap-looking was ruled out. The factory model of the office device

The factory model of the office device specially made for the scheme carried with it a quotation of several shillings each for quantities of 1,000 upwards. After assessing the additional cost of distribution the price per probable enquiry was prohibitive.

It was then that the co-operation of high advers no paragraphing firms of high

half a dozen non-competing firms of high standing in their respective businesses was sought. Each of them thought the idea clever and likely to be an economical "inquiry bringer" as well as to enhance the prestige of everyone concerned.

For obvious reasons a fuller description cannot be written here, but the result of a small first "try-out" will interest the readers of the ADVERTISER'S WEEKLY.

On a mailing offer to less than 500 London names, requests from responsible executives of first-class firms were in the neighbourhood of 10 per cent. within 48 hours.

These applications are inexpensive workmanlike material for the co-operating firms and have brought new contacts for the advertising agency which originated and launched the scheme. The scheme is being continued.

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# APPEALING TO THE CHILD SHOPPER—(Cont. from p. 6)

Mr. Van Lier was telling me all this, when he suddenly remembered an amusing incident.

"Just think of the feelings that overwhelmed me, when, last Sunday, I was golfing at the Waterloo Golf Club and coming to the 17th hole, along the 'Bois de la Cambre,' I suddenly heard a chorus of young voices coming from behind the screen of trees—

"Qui a bu . . . boira Chicorée Pacha!"

"It was a class of young girls being taken out by their school mistress giving vent to their exhilaration in this fashion. Needless to say, the 18th hole was all the sweeter."

Not only have the children learned one of the two songs, but also the street bands—so popular in Belgium—have taken these tunes up. As an example, at the last Malines Advertising Procession, in which Messrs. Van Lier had a real live Pacha following an imposing number of harem girls to represent the product, this was preceded by a band of the Willebrouck "Société des Accordéonistes," a concertina band, which played the Flemish version, all the harem girls—and the public—singing as they played.

I have endeavoured to underline the use made of means very often overlooked. It is an interesting fact that, at an almost negligible cost, the Pacha chicory makers have made their product known and, what is even more important, sympathetically known.

A campaign a hundredfold more expensive, using the legitimate means, could hardly have done more.

To have captured so fully a sevenand-a-half million market by verse and song is, indeed, no mean achievement.

## AN ART MART

The search for new illustration and decoration of advertisements is continuous and the output of the artists keeps pace in quantity, if not always in quality, with the demand. And the search goes ever further and further afield, the work of many foreign artists being adopted for British purposes.

Foreign art, however, requires careful consideration by the British buyer, consideration which can only be given when there is a large and varied collection of works to study.

An opportunity to do this in comfort in London is afforded by a new studio, the Macnamara Galleries, which has recently been opened in Fleet Street. A wide survey of the work of French, Belgian and Italian artists is possible in the galleries, such men as Elly, Delamere Cerf, Edouard Malouse, Leclerc, Brunelleschi, Alanso and Rene Vincent being permanently on view.

The work of many of the artists is exclusively controlled for Britain by the Macnamara Galleries, and there is practically every type of work on exhibition, from the most modern to the academic, in the rough, in the finished state, for every purpose from a folder to a powder bowl.

# WOOLLEYS COVER SCOTLAND

By their consistency in use of its hoardings our National Advertisers have shewn their approval of the value of Poster Publicity in Scotland—they realise that Scotland is a valuable market that must feature in every effective scheme, and that it cannot be covered except by means of its hoardings. Woolleys territories are the most densely populated districts in Scotland—Glasgow and the West—and Woolleys hoardings are second to none in every respect. In addition to being carefully inspected, well hung and kept in good condition, your posters are exhibited from dawn till midnight by means of the now famous "Floodlit Hoardings."

Include Woolleys service in your next campaign and be sure of a "Dominant Poster Display" in Scotland,

# G. & A. WOOLLEY

LTD.

175, BOTHWELL STREET,
GLASGOW
AND BRANCHES

"Phone CENTRAL 4224 'Grams PLACARD Glasgow

ADVERTISING
DESIGNS & COPY
-that help to
sell your goods
HALCYON DUBLICITY IP

HALCYON PUBLICITY LE WATERGATE HOUSE, ADELPHI.W.C.2

ASHINGTON O

DISTRICTS

DURHAM

DURHAM WHARILL. W.HARTLEPOOL

DARLINGTON

YORKSHIRE

DERBYSHIRE & S.YORKSHIRE.

CHESTERFIELD

LINCOLN

LINCOLNSHIRE

SKEGNESS

BOSTON & SPALDING

EASTANGLIA

SHEFFIELD

SCARBOROUG

MANSFIELD

# Appeal to

7,000,000

Potential

# ADVERTISING on "UNITED" BUSES

A glance at the panel opposite shows that practically all down the East Coast of England and part of the Midlands is

# "UNITED" TERRITORY

Town dwellers and villagers alike in this vast productive area rely on the familiar "United" buses for a regular, punctual and comfortable means of "Door to Door" travel.

They carry the Buyers to the Market, let them carry your message to the Buyers

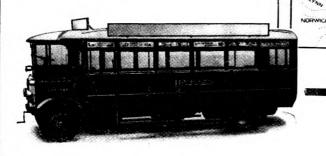
Send your Enquiries to

# HENRY SQUIRE & CO.

Advertising Contractors for United Automobile Services !!

STAFFORD HOUSE, NORFOLK ST., STRAND...LONDON, W.C.2.

or Publicity Manager, UNITED AUTOMOBILE SERVICES, LTP LAUNDRY LANE ... LOWESTOFT.



We Hear THAT the men in the Street are all alert on the prospectus issue of the "Big Six," INITED

and in respect of City business there are said to be several good things pending.

THAT Mr. Noel Godber, of the David Allen Services, has been recuperating at the seaside after his recent illness and is expected to make an early return to business.

THAT the British Thomson-Houston Co., Co., Ltd., took a number of advertising and editorial men to Coventry one day last week to view their magneto factory with resultant "good notices."

THAT this autumn is likely to see a bigger advertising push than ever in gramophones and records.

THAT "Candy Week"—a combined effort by local shopkeepers-with £250 in prizes has been creating an even bigger stir among the little folks in Liverpool this week than on a previous occasion when the effort was a big advertising

THAT one of the quaintest designs in entertainment programmes will be found to be that issued in connection with the Metropole Hotel new dinner-supper Review.

THAT Mr. Ernest G. V. Clark, of Clark's College, will be installed Worshipful Master of the Aldwych Masonic Lodge on Wednesday next.

THAT some new records for Walton Heath golf course were set up last week by some of the visiting ad. men golfers, and that one player at least got so interested in the beauty of a patch of heather—and not a Scotsman either—that he was reported to have taken over twenty for a bogey five.

THAT Mr. James Wright Brown will be entertained to dinner on October 8, at the Savoy Hotel, by the Advertising Association.

THAT the autumn attractions of the popular weeklies and monthlies are about to be strongly featured in the advertising columns of the dailies and the Sunday newspapers.

THAT Mr. T. R. Carrington's name is going to figure on the Glasgow Herald shield as winner of the Aldwych Club Golf Circle knock-out competition.

THAT the European Mail, established nearly 60 years ago, has been acquired, together with the machinery, type, and general printing plant, by Mr. Walter P. Watkins, who has conducted the Homefinder for nearly 20 years.

# KEY A SPACE The Mail-Order Medium that pulls-and pulls-and pulls

# We Hear-

THAT Mr. Frank Carvill had considerable amusement out of the fact that several papers mixed him up, at the wedding of his daughter last Saturday, with his less famous brother, Harry Carvill, who is merely a well-known actor and film star in America.

THAT Mr. Horace Imber has been ordered by his doctor to take a short rest.

THAT the Council of the Incorporated Society of Advertisement Consultants is already at work on the syllabus and papers for the next examination, and that more opportunity for overseas candidates to take the examination will be provided.

THAT suggestions for the reservation of space in the 1926 editions of railway apartments and hotel guides advertising Glasgow as a holiday centre were under consideration at a recent meeting of the Glasgow Corporation General Finance Committee, and—

THAT it was ultimately decided to recommend that the proposals to advertise Glasgow in such guides should not be entertained.

THAT an advertisement of Yadil products appeared in a London daily paper last week.

THAT Mr. John Cleaver, managing director of Robinson and Cleaver, who died at Belfast last Wednesday, was one of the pioneers of modern advertising, and—

THAT the world-famous firm was established by him on an extremely modest scale in 1870 in partnership with the late Mr. Edward Robinson, starting with only one employee.

THAT a big reorganisation is taking place with the Brockhurst Studios.

THAT Joseph Gillott and Sons, Limited, has been registered as a private limited company to acquire the business of pen manufacturers formerly carried on by H. J. Sayer, G. H. G. Scott and A. V. Bernays as Joseph Gillott and Sons.

THAT advertising men are asking if another bright instance of a "concealed ad." has not appeared in many provincial papers, the subject being the new Highland "spattees."

THAT the devastation at Miami, Florida, has made peculiarly sorrowful reading to Pat Montford, late advertisement manager of the *Freeman's Journal*, Dublin, as he spent many months there last year and made a host of friends.

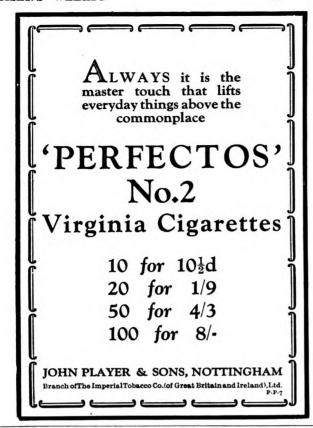
THAT the *Perthshire Advertiser* announces that in six years the volume of small ads. in the paper has been increased ten times, a development which is commendable.

THAT the *Irish Independent* scored a big success on the morning after the big fight, when it appeared with a very full report and descriptive article.

You will be glad know. friend the border )watcost per enquiry CASTL1 E-WORKS ertisements wer than in ther paper Jastlehan

Guid for ye Donald!—and guid for your client!! A well-written advertisement with a feminine appeal always pulls in the right medium—the Daily Sketch.

ULRIC B. WALMSLEY, Advertisement Manager, The Daily Sketch and Sunday Herald Ltd., 200, Gray's Inn Road, W.C.1



# St. Kevin's Studios. 46, RODENHURST ROAD, CLAPHAM PARK, S. W. 4.

BRIXTON 3979. 'Phone :

Laboratories: High Barnet.
Demonstrating Theatre: Wardour St., W.

Principal-VICTOR W. ROWE. PIONEER of CINEMATOGRAPHY.

SPECIALISTS IN PUBLICITY FILM MAKING.

CARTOON. BRAY SYSTEM, FOR DEMONSTRATION PURPOSES REAL LIFE.

FILMS IN ALL LANGUAGES FOR AGENCIES ABROAD.

Technique and Photographic Quality Guaranteed.

PUBLICITY 100% PLUS ENTERTAINMENT.

Write for Trade and Lay Press Notices.

THE BEST FREE GIFTS. **TOYS** SOFT

MANUFACTURERS, THE TEDDY TOY CO., 45, GOLDEN LANE, E.C.1.

Illustrated Catalogue on Request.

# **MORISON** HOARDINGS

The most Dominant positions in a busy Industrial Area.

Write for information to

# IORISONS ADVERTISING AGENCY(HULL)LTP

**BILLPOSTING DEPT..** 

ALBIONST.. HULL

# We Hear-

THAT Galashiels Town Council are renewing their advertisements in the local and railway guides for the Borders.

THAT the talk of advertising Irish butter on the grand scale in Great Britain has again been revived, but that the general opinion appears to be that this step should not be taken for a year or two until the standard of the butter has reached the highest point.

THAT a correspondent in one of the Dublin evening papers, who describes himself as a manufacturer, complains of the lack of support given to home manufacturers, and naïvely attributes this to the fact that competitors "advertise everywhere."

THAT Mr. P. L. McEvoy is again acting as Irish representative for Dublin Opinion.

THAT Mr. John Murray Gibbon con-cluded his stay over here on Saturday last when he sailed from Liverpool to resume his publicity duties in Canada for the C.P.R.; and—

THAT Mr. Murray Gibbon found time to visit the provinces, where he was enter-tained and had the opportunity of talking to newspaper men about the future publicity policy of the wonderful organisation he represents.

THAT the Empire Shopping Week at Dundee, in which Mr. G. H. Milln has taken such an active part, has been a splendid success.

THAT recently the members of the staff of the John o'Groats Journal (Wick) held an enjoyable picnic in the most delightful weather.

THAT prospective advertising includes new issues and special features shortly to be made known by several of the large publishing houses.

THAT Mr. W. B. Somerset, a fruit grower at Burlington, Canada, and former head of A. McKim, Ltd., may be the repre-sentative chosen by the Canadian provincial fruit growers to come to England 'his winter to improve market relations and values between the two countries.

We regret that a paragraph in last week's issue of the ADVERTISER'S WEEKLY conveyed the impression that the whole of the Draper's Record autumn number was published with the sixteen-page photogravure supplement bound in upside down. We are informed that the copy which reached this office is the only copy in which this defect occurred, and we desire to apologise for an unintentional slur upon the efficiency of the printers of the Draper's Record.

as in your campaign It sells in the home





N October 1st, 1926, more than 50% of the total space available for advertising in "PUNCH" next year was actually sold. Advertising Agents who have not yet sent renewal orders for their various clients are urged to give this matter immediate attention in order to avoid disappointment later on.

RENETERINETER TERFERETER TERFERETER TERFERETER TERFERETER TERFERETER TERFERETER TERFERETER TERFERETER TERFERET

All space in "PUNCH" this year is sold until the issue of December 29

MARION JEAN LYON

Advertisement Manager, "PUNCH"

80 Fleet Street, London,
E.C. 4

# -Sunday Pictorial -

CIRCULATION OVER 2,000,000 WEEKLY



"A Campaign in Itself"

Specimen Copy, Rates and Full Particulars will be sent on application to

SIDNEY D. NICHOLLS

ADVERTISEMENT MANAGER,
Geraldine House,
Rolls Buildings,
Fetter Lane,
E.C.4.

'Phone: Central 3440 (Seven Lines).

Telegrams:
"Sunpicad, Fleet, London."

# TELL SELL MORE Everything we do "tells."

IMPERIAL
ADVERTISING AGENCY
(F. J. McGloin, Controller).
Walter House,
Bedford St., Strand, London, W.C.a.
'Phone: Gerrard 227.



TELL SELL MORE

Everything we do " tells.'
IMPERIAL
ADVERTISING AGENCY

(F. J. McGloin, Controller). Walter House. Bedford St., Strand, London, W.C.2

DVERIISING 'Phone: Gerrard 92m.

Vol. 52

FRIDAY, OCTOBER 8, 1926

No. 696

# The Manufacturers' Conference

Great Manchester Gathering Reviews the Future Development of Trade from Many Angles—Mr. Clynes' Speech on Labour's Share in Building Prosperity—The Outlook is Hopeful

(From Our Special Correspondent)

Manchester, Wednesday night.

T eleven o'clock this morning a large company of manufacturers and publicity men gathered in the Town Hall for the first Session of the Manufacturers' Conference.

It is being held in fitting surroundings, for Manchester is clothed in galagarb in celebration of Civic Week.

The Conference is really the Manufacturers' Session which should have been held in Blackpool on May 8, and the postponement of which caused such keen disappointment.

The theme of the Conference which has been organised by the Publicity Club of Manchester is "The Industrial Situation in its Relation to Selling British Goods."

### Need for Patriotism

Sir William Veno was in the chair, and opened the meeting. He said he had detected a lukewarm national spirit among the rank and file. It was hoped that the discussion would give some really useful message to British industry, and he stressed the need for patriotism in the world of commerce.

"I do not blame the working man for all our troubles," he said, "but the trade of the country has been held up for five solid months by what we can only term bad leadership.

"There is a larger percentage of wellto-do people in this country than in any other—not even excepting America. Our great middle-class bears the burden of trade and commerce of the country and is a source of strength.

"We want the strong men at the head of every business and every department. One slacker at the head, middle or foot of an organisation creates another slacker—and he creates another. That is, in my opinion, one of the great troubles in our commercial life. We have too many highly-paid incompetents.

"If we could sell our goods as well as we make them, there would be nothing wrong."

Mr. J. R. Clynes, M.P., dealt with

the production side of trade. He said:
"Publicity has become a necessity
in relation to most of our interests,
and none should speak with greater
respect of publicity than men engaged
in public work. The politician depends perhaps less upon the quality
of his goods than the advertising of
them, but, however good may be the

THIS WEEK'S PAPER
CONTAINS A FULL
REPORT

Service and a superior and a superio

of the

MANUFACTURERS'
CONFERENCE

The Campaign for Empire Products

Official Review of the Empire Marketing Report's Proposals

Selling Space by Buying Space— By H. C. Ferraby

How the U.S. Lines have stimulated Transatlantic Travel

An Insight into Newspaper Revenue

Lord Beaverbrook's Speech to the Publicity Club of London

Blindness in the Boot Trade—By W. H. Harford

And all Regular Features

Ad. News in Brief
Publication Notes and News
Good Ideas for Advertisers
Advertiser's Gazette
Current Advertising
We Hear, etc.

THE ADVERTISER'S WEEKLY

66, Shoe Lane, London, E.C.4.

quality of manufacturers' commodities they must advertise them.

"Quality is itself a great advertisement but, without the boom and the publicity which innumerable advertising agencies now afford, those who have British goods to sell would soon become a second best in the markets, not only of this country, but in the markets of the world. Manufacturers must have found that the production of commodities and their sale to those who need them are but two sides of the one problem. The conditions of sale are in the main, though not always, determined by the cost of production.

"The exceptions are in those few cases of articles of high price which, because of their rarity or because of some condition of monopoly, have cost far less to produce than consumers

are asked to pay.

Price Factors

"Generally speaking, however, prices are regulated by the level of wages, overhead and establishment charges, salaries, rates and taxes and other expenses which enter into the cost of production. I do not think that the British public fully appreciate how heavy is the charge which commodities now must carry because of the enormous increase in taxes and rates occasioned by the war and by the

consequences of the war.

"I see no evidence to shake my belief that British workers are equal to, and in some respects superior to, the workers of many other countries. We have a skilled and able people trained and educated in the crafts, and in the innumerable manufacturing processes. Our technical education, research work, the wide and fruitful inventiveness of skilled and able minds, and the gradual displacement of old machinery by new, are as good as can be found elsewhere.

"Conditions of piece work and the use of repetition processes govern, perhaps, 70 or 80 per cent. of the output in our various trades. Time-keeping and customs of inspection and supervision go as far in Britain to ensure that men and women shall do their best as in any other country."

(Continued on next page)

# "The Trade Outlook is Good

# The Way to Better and Bigger Business

Sir Edwin Stockton's Review of British Trade Position-Optimism and Sound Salesmanship Wanted-The Mother Country is Not Decadent

(From Our Special Correspondent)

Manchester, Wednesday Evening. Sir Edwin Stockton, reviewing the general trade position, said:

I suppose that this can hardly be considered a very cheery subject just now, and I was more than interested, when one of the organisers of this Conference called round to make a personal request that I would, when speaking to-day, deliver an "Inspirational Message

to Manufacturers to get rid of Pessimism."
Well, however difficult the task may appear to be, I fully appreciate the confidence which my friend has reposed in me, and I shall not hesitate to courageously point out the many hopeful signs of Trade improvement which can be seen by those who really try to find them.

It is, of course, no exaggeration to say that trade has been passing through one of the worst periods we have ever had to face, for, on the top of chaotic exchanges, depreciated currency, and changes, depreciated currency, and poverty and lack of stability in foreign markets, we have had the added handicap of the coal stoppage with its destructive results around.

Reasons for Hope

I firmly believe that we have many

good reasons for hope.

I expect that, for a few months, many industries will feel the effects of the coal stoppage, even when the dispute has ended, but we shall gradually get back to normality, in point of manufacture, for the collieries will realise that the factories are not likely to be disposed to pay exaggerated prices for fuel. Certainly, the coal trade will make a grave mistake if it attempts to take undue advantage of the general shortage—to try and exploit everyone who needs fuel. Cheap coal is the life-blood of our manufactures and I hope we shall get it on a reasonable basis.

If only we can restore industrial peace, the trade outlook is good. Statistics show that our percentage of the world's trade was more in 1924 than in 1913, and this should be an encouraging sign. Even in the depressed year of 1925 we exported nearly 200 millions of cotton goods and yarn, being over 25 per cent. of the country's exports—so the much despised textile trade of Lancashire played no small part in the nation's trade of last year.

It is undoubtedly true that many large contracts are held up owing to the uncertainty of our being in a position to execute them, and the coal dispute has scared off many potential buyers in almost every section of industry. If we can only convince the world that after a period of industrial madness and stupidity we are settling down to hard work, undisturbed

by violent labour upheavals, then I am bold enough to assert that the confidence in our trading solidity, which has been so rudely shaken, will be once more restored. Looking Round the Markets

I do not, myself, take at all a pessimistic view of market possibilities abroad, for they are not overstocked. India has had a sequence of good monsoons and recently some magnificent rains—in many places the best for years—and the crop prospects ought to be excellent. This ought to mean a brisk demand, later

on, for our textiles, especially as American cotton crop prospects are good and should bring confidence in values. Lancashire, however, must not lose sight of the fact that there is a movement in India for raising the cotton duties.

China has the usual militarist troubles, but they seem to be coming to a head a little, but war in China is not like war in other countries. It often does little damage, and money spent in connection with it is nowadays rarely spent outside. Indeed, I believe that more textile machinery is now being ordered from the Far East

As regards South America, trade might be very much worse, and we, in this country, do not know the vast potentialities of raw products of some of the smaller Republics, such as Venezuela.

I should like to pay a special tribute to the value of Empire trade. It is amazing to me how some people, who ought to know better, can depreciate its importance.

(Continued on page 60)

# Mr. CLYNES' SPEECH—(cont. from previous page)

He denied that trade union rules or practices aim at restrictions. He said there was abundant evidence from both employers and impartial observers and experts to prove that on the whole output is not diminished by organised effort or by Labour regulations.

"One of our troubles is due to suspicion arising from a foolish prac-tice of the past," he said, "and to a failure to appreciate the fact that we must fail in our competition with others if we fail in the task of producing commodities within the capacity of people to buy them. The price in the market is the determining factor and the purchasing power of the consumers settles the question of how many of our workers may have to be thrown back upon a condition of short time or no working time at all.

'The best interests of the workers, therefore, lie in the acceptance of the doctrine that unrestricted output with accepted human terms of labour is unquestionably in the workers' interests.

"Employers also must keep in mind the fact that, although our overseas trade is considerable and means all the difference between commercial prosperity and heavy trade depression, the people in our home market are still our greatest consumers, and we should not diminish the capacity of that market or imperil our own economic position by an insistence upon low wages, when assuredly such wages mean a low level of purchasing power.

"America has, with great success, travelled along the road of high rates of pay, and while a comparison may not in all respects be a fair one, it is true to say that if we are to push the sale

of British goods among the people of Britain, they must have the means to pay for the goods we are wanting to sell them.

"What produced the suspicion to which I refer?

"The action of employers and their associations in invariably reducing the rates of wages in the degree that workmen increased their earnings by increasing their output.

"Workmen found that in practice

a level of subsistence had been a fixed one above which wage reductions would not allow them to rise. Their greater exertion brought them no greater reward and systems of piece work naturally fell into disfavour because greater production was accompanied by lowering their wages. Employers must, therefore, guarantee to the worker his fair share of increased output if that output is to be assured.

"We all welcome the international efforts which are being made to give to the countries of the world security for future world peace, and our sense of satisfaction and relief has recently been increased by the entry of Germany into the League of Nations.

"I am not without hope that this great international model, when in full working order and giving proof by its work that conflicts between countries can be composed, will react with beneficial effects upon industrial relations with our own country. It would, indeed, be a folly to maintain a great world organisation for international peace and go on fighting each other within our own shores over questions which also should be settled by peaceful arrangement."

# the Keynote of the Conference

FTER the morning session the Manchester Publicity Club's guests adjourned to the Midland Hotel where they were received by the Lord Mayor.

Colonel Vernon Willey, ex-president of the Federation of British Industries, made a stirring appeal for better salesmanship for British goods. He said that to attain a high ratio of production was the antidote of all trade ills.

"You all know the era of prosperity through which America is now passing," he said. "I know some people decry the money-making mind of the Americans, but they have attained a higher degree of prosperity than any other country. Their philosophy has changed things as against pre-war. The aim before the war was "make large profits before all else," but 'service to the consumer' is now the cry. They realise that this is a policy that will build prosperity."

### Planning Big

"In looking through the pages of American papers one cannot help seeing the preponderance of advertisements. This must account in some measure at least for their way of getting rid of the goods. Big production is coinciding with big advertising.

"There is need for super salesmanship. I should like to see scientific salesmanship introduced into this country. There is a real science of salesmanship which Germany recognised long before this country.

"Brands, a distinctive carton where food is concerned and selvedge for textiles lead the way towards selling British goods. The Empire Marketing Board is doing a great work in this connection. The man in the street cannot buy British goods unless he knows they are British goods."

# Restricted Output

Mr. W. E. Tompson, vice-president of the Manchester Chamber of Commerce, said that there was too much restriction of work and of hours, and until we secured something like full time we should not have prosperity. Good government was the best thing for good trade. Both Russia and China should be good export markets for us, but political questions interfered. He hoped the Imperial Conference would help and not put restrictions on trade.

Mr. Edgar Osborne, chairman and managing director of the Osborne-Peacock Co., Ltd., made a strong appeal for branding. It was a long and interesting speech of which we are only able to give extracts.

# School of Super-Salesmanship Wanted in Britain

Branding, Steady Work and Scientific Marketing the Secrets of Success—Business Restricted by Politics

### THE RESOLUTION

The following resolution was passed at the end of the speeches at the morning session:—

That this National Assembly of Manufacturers is convinced that industrial conditions in this country can only be righted by securing maximum production on an economic basis. They realise that there is an earnest desire among all classes to end the present industrial deadlock and suggest that with the termination of the coal miners' dispute a national industrial peace week should be celebrated, during which employers and men should meet and formulate an agreement to ensure lasting peace and the utmost production.

He said it used to be the hall-mark of salesmanship to be able to sell a man something he did not want.

"It is now the ability to ascertain exactly what he does want, and to make him glad that he has found it. The science of selling is becoming a study of the consumer.

"The mill-owner is now entering the selling field. I wish I could say that this is the result of an intelligent interpretation of his experience, but this is not so.

## Self-preservation

"It is more often the case that he is dimly and gropingly driven through by the hard inexecrable law of self-preservation, but I think it is only a question of time when that intelligence which built up the biggest production organisation in the world, the textile trade of Lancashire, will offer us almost the finest selling organisation in history. But it is a point of paramount importance in any consideration in

textile circles that all means of cooperative effort is nothing more or
less than admission of a recognised
need for more effective competition
with the firms which operate outside
Lancashire. Whatever Lancashire
does as a whole is only a better help
for the individual mill-owner. It
lessens his handicap. Therefore,
whatever fate may finally overtake
Lancashire as a whole, I think that it
behoves the individual mill-owner to
do better than the average, and to
build up a strong foundation.

### The Butt

"Why on earth of all people in the community should it be the manufacturer who is the butt of the attack of revolutionaries?

"Advertising is only the expression of a far greater force—branding—and one is impotent without the other. The trend irresistible, incessant, is towards the marriage of production to selling with advertising as chief bridesmaid and branding as best man.

"'Buy British Goods' is an appeal to the patriotism of the public, but 'Sell British Goods' is a stronger appeal to the common-sense and instinct of self-preservation of the British manufacturer."

### Market Research

Professor W. H. Barker, of Manchester University, said:

"We are trying at the University to find out the actual and potential purchasing power of the various countries. Information concerning countries from which manufacturers hope to get trade is of prime importance."

Sir Lawrence Weaver, summing up the discussion, said that there might be an opening for co-operative advertising for a whole industry in markets overseas, where markets were not saturated. Co-operative advertising had done wonders at home, but there was no reason why it should not be extended to overseas markets.

He proposed a hearty vote of thanks to the Publicity Club for making the Conference possible, and Sir William H. Veno replied.

# The Campaign for Empire Products

Official Review of Empire Marketing Board's Proposals— Advertising by Press, Poster and Propaganda— Tackling the Problems of Merchandising

The following is a digest of a statement by Mr. Amery, Chairman of the Empire Marketing Board, on the activities of the Board in the immediate future.

THE Board was appointed towards the end of last May. It has since held regular meetings under Mr. Amery's chairmanship, and its work has been actively prosecuted by a number of committees.

It is the Board's constant aim to keep its work free from any considerations of party politics and to frame a programme which, not merely all parties in this country but also all the Governments of the Empire overseas may unite in regarding as a valuable and non-contentious contribution to the development of the Empire's economic resources.

### No New Machinery

Another principle of the Board's work has been to avoid the creation of new machinery when suitable Departments or Institutions already existed. Its agreed policy is to work through other agencies wherever possible, and to undertake as little direct work as conditions permit. This policy is qualified only by the consideration that the Board has ground to break in certain directions—especially in publicity and marketing investigations—that no Government Department or other body has yet attempted to touch.

The Board has endeavoured at the outset to make a general survey of the work that lies before it, rather than to embark lightly upon projects that might dissipate alike its energies and its funds. It will be seen that the Board's attention has not been confined to mere marketing in the United Kingdom, but has been directed to every stage of the process of production and distribution of which marketing in the United Kingdom is but the last step.

The Board's work was seen from the first to fall naturally into two main branches—that of Publicity and that of Research (including both scientific research and economic investigation). Two main committees were, therefore, formed to deal with these two subjects.

# Publicity

The purpose of the Board's publicity is two-fold. It seeks to bring home to every household in the United Kingdom, and to the traders by whom they are supplied, the significance and advantages of Empire sources of production. It aims also at letting the producer overseas know what is being done here to assist him in finding an adequate and profitable market for his produce.

market for his produce.

If this publicity work is to be effective it must cover a wide range. It should

include at least

newspaper publicity and advertising; the display of posters;

the use of cinema films;

broadcast talks and lectures; special arrangements at exhibitions;

the provision of speakers for meetings and lectures;

and arrangements for bringing home to

school children the meaning and economic importance of the Empire. The Board's publicity will be directed chiefly, at least for some months, to making the Empire in its economic aspects "come alive" to the public and to preparing a background against which more specific efforts to advance the sale of Empire produce, whether undertaken by the Board or other agencies, can be thrown into relief.

The Board has hitherto confined itself to making its plans and preparing its machinery. No attempt has hitherto been made to make its activities known to the Press, A special officer has, however, now been appointed, whose duty it will be to supply the Press, both at home and overseas, with such information about the Board's work as may seem of interest to the public.

A contract has now been made with a leading firm of advertising agents for an experimental campaign of newspaper advertisement in this country, to begin before the end of October. It is hoped that this trial will give the Board valuable guidance for the conduct of future campaigns in this field.

### Posters

The Board has commissioned a number of the best poster artists to design a series of posters conceived in the spirit of their opening publicity campaign. is proposed to exhibit a number of their designs to the Dominion Premiers during the Imperial Conference, when it is hoped also to give Press representatives an opportunity of inspecting them. If practicable this exhibition will be sent later to the capital cities of the Empire. The posters will not be on view to the public before January 1. Large posters, beginning with a map of the world, specially designed and embellished by Mr. Mac-donald Gill, will be displayed on the public hoardings in London and the largest provincial cities. At the same time specially designed frames of English oak, each to hold three pictorial and two letterpress posters, will be set up on prominent sites, and in them will be displayed a series of posters illustrating forms of food production in the Empire, at home and overseas.

It is proposed to have these designs reproduced in post-card form, and put on sale in all parts of the Empire.

Arrangements have been made, through the agency of the Department of Overseas Trade, for special exhibits under the auspices of the Empire Marketing Board to be included in the Grocers' Exhibition, the Imperial Fruit Show, the British Industries' Fair, and the Ideal Homes' Exhibition.

A special pavilion for this purpose has been designed by Prof. A. E. Richardson, the Professor of Architecture at the University of London, upon a plan which will enable the whole or certain parts of it to be shown, as space permits, at the last three of the Exhibitions named.

The Board is exploring the possibility of a special film depicting scenes in the

development of Empire trade. It would be premature in this Report to say more than that the line now being tentatively explored should lead, if it be successfully followed, to a film of genuine public interest to all parts of the Empire.

### **Broadcasting**

The British Broadcasting Company have gladly accepted a suggestion, made by the Board, that Mr. J. C. Stobart, their Director of Education, should serve on the Board's Publicity Committee, and have promised to co-operate, so far as possible, in making the Board's aims and activities known to the public.

The Board is alive to the necessity of keeping in constant touch with the house-wife and with the distributors of foodstuffs, both wholesale and retail. Special plans to enable such touch to be secured and maintained are now before the Board.

### **Economic Investigation**

In furthering the marketing of Empire products, one of the main tasks of the Board is to promote useful economic investigations and to collect and disseminate information likely to be of value to producers. Special sub-committees are being appointed to assist the Research Committee in this work. A Temperate Fruits Sub-Committee (Chairman, Mr. W. A. Wilson) and a Tropical Fruits Sub-Committee (Chairman, Sir Edward Davson) have already been established. The appointment of a Dairy Produce Sub-Committee is now being considered.

As an example of the kind of work to be undertaken may be mentioned an investigation into the percentage of Empiregrown fruit consigned to this country which is found to be damaged or unfit for sale on arrival. This investigation is being planned by the Temperate Fruits Committee, whose investigations have already shown that the problem is one of concentrating, with scientific help, upon improvements in production, grading, packing and marketing rather than of merely measuring damage actually sustained.

A very important part of the Board's information service, especially in the less organised trades, will be the supply of up-to-date market intelligence, including crop prospects, shipments, and prices and supplies in ports and inland markets. It is hoped shortly to make a beginning by issuing a weekly news sheet on the latest fruit prospects in the various producing countries, including the United States and Europe.

On the recommendation of the Imperial Economic Committee a grant has been promised to the British Ministry of Agriculture and Fisheries for the purpose of prosecuting further investigations into the methods of marketing home-grown agricultural produce in Great Britain and for educating home-producers as to the possibilities of improvement. This grant has been promised for five years, and will amount in a full year's working to £40,000. It has been arranged that the expert staff employed by the Ministry on this work should be available to assist on similar researches into the marketing of Empire produce, so far as such work can be conveniently combined with their other duties. A smaller grant to the Scottish Board of Agriculture for educational and reasearch work on the production and distribution of milk and milk products is also under consideration.

# Selling Space by Buying Space

How Transatlantic Travel has been Stimulated—United States Lines' Remarkable Results from Consistent Advertising

By H. C. Ferraby

OUR years of campaigning by Press, posters and direct mail have shown a remarkable effect on the traffic of the United States Lines. Entering upon a keenly competitive market, confronted by a serious limitation of one of the most productive sources of bookings (the immigrant traffic), and having perhaps more than the normal sales resistance, this American shipping undertaking has campaigned itself into a position where it is able to point to the fact that it has captured the premier place in the transatlantic travel statistics for the season 1926. The Leviathan, their largest liner, has carried on her nine voyages this year an average per voyage of 1,390 passengers, which is

higher than the average of any of the other giant liners on the run.

The European end of the advertising has undoubtedly played a large part in this result, a result which is not of course confined to the Leviathan, but is shared by the rest of the Company's Fleet, including the George Washington, Republic, America, President Harding and President Roosevelt. The nature of that advertising was explained to me the other day by Mr. Tarleton Winchester, the Director of the Lines.

"We began European advertising in 1922," he said, "with a prestige appeal, in 3-inch single-column spaces, spreading now and again to 5-inch single column. Some of these were aimed right at the American traveller, and others at the emigrants, the appeal to them being worked round the idea of stepping into America as soon as foot was set aboard the ship.

"Another idea which we used when we expanded to double column spaces was to appeal to the European business man who wanted to meet American business men and get to know their viewpoint, and to save a week or ten days in getting in touch with American conditions which are to be found on our ships.

"We also developed the use of display advertising for specific sailings. In other words we merchandised a ship's accommodation for a given date. 'A Few Excellent Rooms still Available,' was the type of headline we



Two of the display advertisements used by the United States Lines and (inset) the front cover of a folder of which editions in several European languages were issued

used for those specific sailings, and so far as I know we were the first shipping company that ever publicly advertised the fact that one of its ships was not booked up to capacity.

"All this advertising, it must be remembered, was not in Britain only. We were running campaigns in Germany, France, Scandinavia, Austria,

etc., at the same time.
"Then, too, we developed the idea of advertising the price of Atlantic travel. We showed, in headlines, just what was the cheapest rate we could offer. The next development was the originating by our Head Office in America of the Tourist Cabin idea, a merchandising of improved third-class accommodation for those who wanted a European or American holiday at

the lowest possible cost.
"And always, behind the offer of transit, there has been the offer of We have endeavoured to service. make it clear to the prospect that we were not only carriers, but also servants. 'Ask us any question,' was the thought behind many advertisements in which we put our organisation at the disposal of the traveller. And those advertisements, some of them four years old now, still pull inquiries. It is marvellous how long newspaper advertising remains effective.

"We evolved a slogan and in it we put the idea of Service. It is 'Court-

esy, Comfort, Safety, Speed.'
"Maintaining contact with travellers is one of the essentials in marketing ocean travel. For this purpose we use direct mail as extensively as possible. We evolved the idea of sending passengers a card of greeting on their birthday."

The results of U.S.L. advertising are shown in the bookings. Leviathan, to take the biggest ship, increased her bookings by an average of 258 for the nine voyages this season

as compared with 1925, and that increase was largely new business in travel, for the bookings by the other lines did not decrease by that amount.

"We have not set out to take all the business, but to create it and to get our fair share," was the way Mr. Winchester expressed it.

"In merchandising our Fleet to travellers we have had to face the fact that it is made up of ships of different types. We have the Leviathan, 59,956 tons, and we have 15,000 tonners, so we have taken the point that there is a great variety in the accommodation we can offer and we use the line, 'Accommodations to suit every purse.' We feel that we have firmly established ourselves and that by telling the public what we had to offer, by continuous use of advertising, we have put ourselves in a very sound position which will amply justify the addition of new ships to our Fleet that is bound to come sooner or later.

"In the advertising end we have been ably assisted by the Dorland Agency, Ltd., who, throughout our campaigns have rendered us valuable service and have been responsible for copy, lay-outs and placing in Great Britain and Ireland, Scandinavia and Central Europe, and I would call especial attention to the posters executed by them, several of which have been justly called the best steamship posters ever seen.'

### NEW A.C. MEMBERS

R. C. K. WOODBRIDGE, president of the International Advertising Association, has announced his appointment of the three representatives who will serve on the Advertising Commission of the International Advertising Association representing the thousand or more concerns, individuals and Associations who are supporting the work of the Association as sustaining members.

The three representatives which Mr. Woodbridge has selected for this appoint-

ment are Walter A. Strong of Chicago, publisher of the *Daily News*, H. R. Swartz of New York, president of R. Hoe and Co., and Verne Burnett, secretary of the Advertising Committee of the General Motors Corporation at Detroit, Michigan.

Mr. Woodbridge has made these appointments in conformity with the amended constitution of the Association adopted at Philadelphia in June, which has added 34 new members to the Advertising Commission. The Advertising Commission includes in its membership also representatives of twenty-seven organised departments, including both the buyers and sellers of advertising, representatives from the National Better Business Bureau, from the Federation of Women's Advertising Clubs, and the eighteen club district organisations in this and thirteen other countries.

The Commission will hold its full meeting in Chicago on Monday and Tuesday, November 15 and 16.

### Advertising Brings Record Business

Advertising is given as one of the main reasons for the capture of foreign gramo-phone and record markets by British traders in a statement giving the official British exports statistics for the first six months of this year, issued by the directorate of the Columbia Company in London.

During this period the record number of 4,718,486 gramophone records and 94,868 gramophones, representing a total value of £700,140, were exported by British factories. The imports were 40,464 records-including American-and 5,583 gramophones, of a total value of £10,263; thus the superiority in the export value was £689,877.

# West African Periodicals

In a list of West African periodicals supplied to one of our readers in the issue of August 6, we omitted to mention the Nigerian Journal, the quarterly organ of the Association of European Civil Servants of Nigeria.

# USE THE LULL

caused in home trade by the strike to concentrate on Overseas markets. Holland is close at hand, easy to enter, prospering and favourably disposed to British goods.

Ask us for information on Holland,

- "Algemeen Handelsblad " (Amsterdam)
- "Nieuwe Rotterdamsche Courant" (Rotterdam)
- "Nieuwe Courant" "Het Vaderland" (The Hague)
- "Wereldkroniek" (Holland's Leading Weekly)

U.K. Representatives :-

THE OVERSEAS PUBLICITY & SERVICE AGENCY, LTD. CHANCERY 9, QUALITY COURT, LONDON. W.C.2. LANE.

Managing Director-G. D. YOUNG.



O other newspaper speaks with such authority as The Times. No other paper is so widely quoted, or exercises such an influence far outside the circle of its own regular readers.

An advertisement in The Times commands something of the same authority. It is read with attention and confidence by scores of thousands of the best potential customers. Its message passes from lip to lip, and influences thousands more who have never read it.

That is why The Times carries more advertising than any other daily paper. That is why it is the most profitable advertising medium.



# An Insight Into Newspaper Revenue

Lord Beaverbrook on Newspapers and their Advertisers:
Comparison of English and American Papers—
Increasing Space—60 per cent. Revenue from Advertising-Some Startling Figures

ORD BEAVERBROOK addressed the members of the Publicity Club of London, on Monday night. He spoke on "Advertising," with special relation to newspapers and their advertisers. Mr. Roy Hardy, in the chair, summed it up afterwards as one of the most helpful and inspiring addresses that had ever been delivered before a publicity club.

Lord Beaverbrook, who made the interesting announcement that the Daily Express expects to increase to 20 pages before the end of March next, said that newspapers were really public utilities, like the Underground and the electric lighting service.

# Advertisers' Rights

"Advertisers," he said, "have, after all, very considerable rights in relation to newspapers, because they supply a large proportion of the revenue.

I am one of those newspaper proprietors who deal with this subject quite frankly. I never try to persuade the public that the advertiser is of no importance to the newspapers which I control. On the contrary, I look upon him as a man of immense importance, and I am prepared to deal with him on that basis.

Further, I never deny that advertising is the chief sinew of newspaper produc-tion. I never deny it at all. I admit that of the newspapers I control in one of them the advertiser furnishes nearly 50 per cent. of the revenue, and in another he actually furnishes 60 per cent. of the revenue.

of the revenue.

"I have been looking at these figures quite recently because I have been considering the advertising profession as an opening and opportunity for young men, and I have come to the conclusion that advertising as a profession offers a better expertunity here in England than better opportunity here in England than any other profession, business, or occupation that I know of.

## Twice the Size

"I was looking only to-day at the revenue figures of the New York Times, a paper probably about twice the size in gross revenue of the Daily Mail. The New York Times has about five millions of revenue per annum; the Daily Mail has perhaps two-and-a-half millions per annum. Of course, I can only estimate the revenue of the Daily Mail, because that paper is associated in its accounts with the Evening News and the Weekly Dispatch. I have to make up my figures of the Daily Mail revenue from calculations that are familiar to me and to my office. I take their net sales and the columns of

advertising that they print in a year, and on that basis I make the calculation.

"The New York Times publishes detailed figures. The net income from the sale of the paper is about half a million a year. The net income of the Daily Mail from the sale of the paper is more than one-and-a-half millions a year, so that the Daily Mail has three times the revenue from sales that the New York Times enjoys. But the New York Times, on the

other hand, has a net revenue from advertising of four-and-a-half millions a year, against a net revenue of the Daily Mail of something less than two millions

a year.
"The comparison, if applied to the Daily Express or to the Daily Chronicle, is still more startling in favour of the New York Times. The Daily Express and the Daily Chronicle have much larger revenues from net sales than the New York Times, but both of these newspapers have much less

revenue from advertising.

"So much is the revenue of these newspapers derived from advertising below the level attained by the New York Times that if there is to be a development in advertising in England on lines similar to those in New York, the advertising revenue of the Daily Mail will in time amount to twelve millions a year, and the advertising revenue of the Daily Express and the Daily Chronicle will amount to something between six and eight millions year each.
"Now, of course, advertising revenue

is of the utmost importance, as I have said. I frankly admit it in relation to my newspapers. The advertiser must expect, he must demand, increased space in a newspaper. Already the Evening Standard has increased its space by about 50 per cent. That space is filled so far, and for weeks to come. The Star, I am told, will shortly increase

its size.
"The Daily Express looks forward to increasing its size to twenty pages by

March next at the latest. I have no doubt the Daily Mail will not be behindhand. It never is. The Chronicle, too, is extending and developing. The Daily News is, no doubt, in a position to enlarge the size of that newspaper whenever the directors choose to take that decision.

"The Sunday newspapers, too, increase in size. The Sunday Express has already developed to the extent of printing twenty-four pages each week. The Weekly Dispatch has overtaken it. I think that the race resulted in a neck-and-neck finish for the first time last Sunday. The other Sunday newspapers will show a similar development.

### Put Back Again

"The New York Times has made huge sums of money for a long period over many years. But the statement has just been made by those responsible for its direction that so much as ninety-five per cent. of their net revenue had been put back again into the exploitation of their business. That seems to me to be sound policy. It is the duty and responsibility of any growing newspaper pushing forward, trying to find a place in the sun. "The long established journals, well

founded in the confidence of the people, popular to a degree, can show huge profits and distribute them to their shareholders.

and distribute them to their shareholders.

I don't think it is a possibility for a new and growing property.'

Sir Charles Higham, following Lord Beaverbrook, said that 97 per cent. of the advertising placed by him was placed in

the newspapers.
"I should like to draw attention to the large amount of editorial space given to the theatre, wireless, football, racing and other entertainments and sports, that do not contribute more than a few pennies

to newspaper columns.
"I think that the newspapers will soon have to consider the advisability of giving editorial space (I don't mean "puffs" but *news*) to the articles advertised in

# The Belgian Exhibition

HE first advertising exhibition in Belgium, organised by the Cercle d'Etudes Publicitaires, was opened



last Saturday. The Minister of Labour was represented by his general secretary, Mr. Wauters, and Mr. Louis Piérard, member of Parliament, other official persons were present. Mr. Gaston Plateus, chairman of the organising club, presided, and he explained that the intentions of the exhibition were to

Mr. G. Plateus improve the science of advertising and draw the attention of

Mr. Wauters, secretary of the Minister of Labour, in his reply pointed out that in the present industrial world crisis, advertising could help to stabilise in-dustry, and that it was essential that Belgian manufacturers should turn to this powerful aid of commerce.

the manufacturers to its usefulness,

The visitors examined specimens of Press, poster, printed matter, novelty

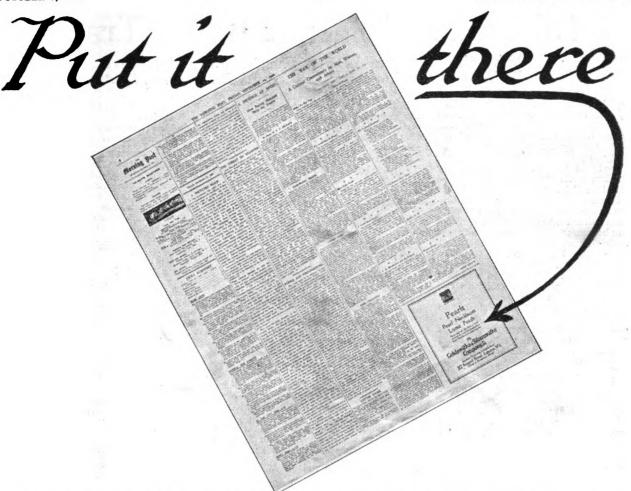
advertising, and it is important to relate that none of these exhibits were intended to draw custom for any particular firm. All the members of the Cercle d'Etudes Publicitaires did their utmost to bring forward the best of their work in order to show industry what advertising is. A large number of visitors were present, and if on this first day the importance of the exhibition may be gauged it will undoubtedly be a success.

A debate was given by Messrs. Etienne Damour and Andre Kaminker, both wellknown figures in London publicity circles. At this conference Mr. Kaminker represented the view-point of the advertiser, or rather of the manufacturer, who realises that he can do better, but is rather shy of inviting advertising to help him to achieve his end. Mr. Damour took the part of the advertising agent who has to convince the manufacturer of the efficiency of advertising.

Mr. Kaminker put up a most heroic fight, but Mr. Damour won the day

through pure logic.

The impression on the people present was very strong indeed, and the whole was an undoubted success. The exhibition will remain open to October 16, and special lectures were arranged for October 6 by Mr. Egide Bouchez, and on October 13 by Mr. Francis Elvinger.



MORNING POST LEADING ARTICLES are world-famed, and one of the great outstanding features of daily journalism. They have a wider public than any other feature of the paper. People of every political faith read them. Hitherto advertisements have not been accepted on the MORNING POST Leader Page. Now a special Solus Position  $5\frac{1}{2}$  deep  $\times$   $5\frac{3}{8}$  wide, as shown above, is available for high-class advertisers. An exactly similar Solus Position is also open on the Main News Page. Rates per insertion: £44 for 1, £38 10s. for 6, £35 15s. for 13, and £33 for 26. Include

# The Morning Post

PERCY WATSON, Advertisement Manager, 346, STRAND, LONDON, W.C.2.
Telephone: CITY 1500

# Blindness in the Boot Trade

Why the Shoe and Leather Fair is Dull and Dismal By W. H. Harford, a Director of Saward, Baker & Co., Ltd.\*

RAB, dreary Islington is the last place at which an Exhibition of the importance and character of the Shoe and Leather Fair should be held.

That is really a criticism of London's inability to provide suitable buildings for such trade exhibitions, and not especially a criticism of the organisers of the Shoe and Leather Fair. The Agricultural Hall may be an excellent stage for the exhibition of cattle, but when the hides of cows are transformed into dainty footwear the setting becomes a little incongruous.

Maybe the unfortunate background that the Agricultural Hall and its situation provides is to some extent responsible for the striking lack of artistry so painfully obvious in the display of the really artistic products of British boot factories. The Fair is called an International Fair, but to all intents and purposes it is a demonstration by the British manufacturers of their ability to produce quality articles combined with fashionable style.

### " Hugaboo

I am told there is a feeling on the part of the manufacturer who displays his goods at the Shoe and Leather Fair that if his products are boldly displayed on a stand the designs may be copied. A more flagrant example of what Mr. Beach-comber of the Daily Express calls "hugaboo" it would be difficult to discover. I assume that an evil-minded person anxious to take unfair advantage of a display of new fashion footwear would be intelligent enough to find his way inside a firm's exhibition and would have a sufficiently retentive memory to carry away with him all that he needed.

Frankly, the Shoe and Leather Fair

Frankly, the Shoe and Leather Fair seems to me to lack flair. There is a complete annihilating absence of the art of showmanship. Perhaps the boot and shoe trade is inclined to be supercilious about the art of showmanship. So many trades are. The motor trade has no such super-sensitiveness. The motor trade is the one outstanding instance of an industry that is coming into its own. Can the British boot and shoe trade claim to be in such a favourable position?

## Fatalism

I find that the views of men and women engaged in any given trade are more interesting and valuable than Government statistics, and it was rather enlightening to find one man after another agreeing, or rather volunteering, that the footwear business is suffering from a sort of fatalistic acceptance of hard times. The pride of the manufacturers in their products only served to emphasise their want of appreciation of calemanship.

ation of salesmanship.

One of the largest of our manufacturers stated in confidence—and, therefore, his name cannot be mentioned—that he had not a single agent and had not had a single agent for several months in one of the largest of our provincial cities. Another, when asked if it were practicable to organise a "Buy British Boots," campaign, said that it was frankly impracticable because of internal jealousies in the trade.

A third attacked the multiple shops on the ground that multiple shops did not give service to the public. He admitted that they gave value for money, and when asked what he meant by "service" it seemed to boil down to the fact that a multiple shop does so much business that it is unable to recognise a customer by name and cannot, therefore, say "Good morning, Mrs. Jones; how's the baby?"

### Multiple Shops

Still another, referring to the multiple shop question, pointed out that many multiple institutions bought their goods from a manufacturer whose products thus went out to the world unbranded and unadvertised. I ventured to point out that the multiple shops were possibly among the most aggressive in the advertising field, and that they would not be able to attract customers and to hold them without delivering goods of value. The reply was that because of their range of shops and their consequent turnover they could afford to advertise. The fact, of course, is that they could not afford not to advertise, and that the manufacturer producing a branded article was almost in an identical position.

Again, it is well known that certain

Again, it is well known that certain towns have made a reputation for producing certain types of footwear.

## Co-operative Campaign

I asked one of the Northampton manufacturers whether it was possible to advertise Northampton men's boots, and again came the reply that there was so much suspicion between manufacturer and manufacturer that such a proposal would be immediately turned down. competition between the various manufacturers of motor-cars must be as keen as between the manufacturers of boots and shoes, and yet the "Buy a British Motor-Car" campaign has been a success. Is it not then time that the boot and shoe industry should get together and in an organised way inaugurate a campaign for the popularisation of British made footwear in this country, in America (where British boots and shoes are regarded as the hall-mark of quality) in South America, in the Colonies (this descrite the in the Colonies (this despite the fact that the Colonies are commencing to make their own boots and shoes), and in the various foreign countries whose markets have slowly but surely shrunken from the point of view of the Britisher?

Not that I think the industry should rely solely upon a combined advertising campaign. Far from it. Each manufacturer must find his own salvation, and his salvation to my mind lies in a closer application to the subject of salesmanship and advertising.

I take the British manufacturer's word that his boots and shoes are next to none in quality, in fashion and in artistry. Accepting it in that way, one might fairly put to the British manufacturer this point:—

On your own admission, or on your own claim—whichever way you like to phrase it—you have beaten the world from a factory and fashion point of view. If you feel that the world is ignorant or unresponsive to that out-

standing fact, there must be a reason. Can there be any other reason but that there is a sort of blindness to the selling side of business?

Nearly every manufacturer to whom I talked said that the best branch of his trade was the quality branch. In other words, that there was more demand and better business in selling the better class goods—which means goods sold at a higher price-than in the cheaper grades. To my mind that is conclusive proof that the masses of people are satisfied only by quality. They are prepared to pay for the right article if they are at all convincingly and sincerely informed what is the right article. The boot and shoe industry of this country is the most under advertised industry appealing to the general public that we have. Why? One Northampton man said he knew the answer, and that was that the manufacturer was too near the bench, that he had too little imagination, perhaps too little courage, and that the new generation was possibly too far removed from the bench, a little too superior and a little too anxious to be a gentleman as distinct from a business man. The man who used these words—they are not my words—added, "But you daren't say that in Northampton on Wednesday night." Why I shouldn't say that in Northampton, considering it came from a Northampton man, I don't know. Neither do I know whether it is true. But I do know, as a layman and as an advertising man, that there is a lack of imagination on the selling side of the footwear business, and I do believe that the future of the industry will be determined by the time it takes to convert the manufacturer to a reasonable attitude towards the biggest force in modern commerce-advertising.

Farewell to Mr. Hoyton

On Friday evening last a farewell dinner was given by his fellow-members of the Bassett Gray Studio at the sign of Ye Olde Dr. Butler's Head, to Mr. E. Bouverie Hoyton, the winner of this year's Rome Scholarship in Engraving, on the eve of his departure for Rome. The chair was taken by Mr. Milner C. Gray, and among the guests present were Messrs. Alfred Drury, R.A., Malcolm Osborne, R.A., R.E., Edmund J. Sullivan, R.W.S., A.R.E., Frederick Marriott, R.E., Hon.A.R.C.A., Stanley Anderson, R.E., Percy V. Buckman, Clive Gardiner, Paul Drury, A.R.E., Graham Sutherland, A.R.E., R. P. Gossop and Eric Fraser, the last-named being responsible for the intriguing design on the front of the menu. Mr. Hoyton was presented with an engraver's adjustable stand magnifying glass. A song with chorus, composed by Mr. Paul Drury, outlining in the lighter vein Mr. Hoyton's career, was also received warmly by the company.

### New Journal of Education

The first issue of the new half-yearly publication, the Journal of Adult Education (2s. 6d.), is now on sale. The outlook of the journal is purely educational, its policy not being dictated by any party or sectarian views.

<sup>\*</sup> In a speech delivered before the Northampton Business Men's Association on Wednesday evening.

# AT THE BACK OF EVERY EFFECTIVE ADVERTISEMENT

A T the back of every effective advertisement must lie a real idea, so carefully expressed that it is crystal-clear to even the least intelligent unit of the market aimed at.

Such advertising succeeds but is never the result of mere cleverness alone. Knowledge, time and patience, each play their part, along with an understanding of the reader's viewpoint.

Mather & Crowther Advertising does convince and makes sales. Bit by bit it is developed according to plan; each advertisement is put to the acid test before being passed.

Principals are cordially invited to call and examine personally the opportunities provided by the Mather and Crowther Organisation.

# MATHER & CROWTHER LTD.

10-13, NEW BRIDGE STREET, LONDON, E.C.4.

Telephone: CITY 6290 (5 lines). Telegrams: SYNOPSIS, LUD, LONDON.

Printing Works and Foundry:
39-40, BARTHOLOMEW CLOSE, LONDON, E.C.1.

# Ad. News in Brief

Agency Changes and Developments—Night-Flying Advertisements—Shopping Weeks and Local Propaganda—Winter Lectures in Printing and Engraving

# Agency Changes

Mr. L. Stonehouse, proprietor of the Trade and General Publicity Service, Nottingham, has joined the staff of Morison's Advertising Agency (Hull), Ltd., and Messrs. Baxter and Fathers, from London, are additions to the same firm's studio.

### Joined by His Son

Mr. W. T. Cranfield has now been joined in business by his son, Mr. Denis Cranfield, who during the last five years has been on the editorial staff of the Nottingham Journal.

### Change of Address

The L. Thorpe Richardson Advertisement Service have removed to larger premises at Godwin Chambers, 55, Godwin Street, Bradford.

### Mr. James Wright Brown Here

Mr. James Wright Brown, who has endeared himself to the hearts of all advertising men who have visited the States, arrived in London on Sunday. Amongst those who met him were Mr. T. McDougall and Mr. W. Stonhold, general secretary of the Advertising Association. He is staying at the Hotel Cecil, and some of those who have been to America are entertaining him at the Savoy Hotel this week.

## Tramcar Advertisements Results

The annual abstract of the borough accounts shows that the Plymouth municipality last year received £2,750 for tramcar advertisements and £210 for advertisements on its motor 'buses.

# Barnet Shopping Week

Barnet Empire Shopping Week commenced on Monday and closes on Saturday. It has so far been an outstanding success, and in connection with it an official guide of 112 pages, including some 97 pages of advertisements, has been published. Many competitions, designed to help sales, have been prepared.

# Manchester's Badge

It is interesting to note that the Manchester Citizen's badge, which all were requested to buy and wear during Civic Week, since the proceeds are going to Manchester charities, was designed by Mr. Arthur Phillips, a member of the Committee of the Associate Section of the Manchester Publicity Club.

# £1,000 Prize Scheme

The Bolton Chamber of Trade have been running a novel prize scheme. The shopper who purchases goods at shops bearing the sign of the Blue Star, receives a coupon for the same value as that of her purchases. When she has collected \$4 worth, she is given a voting paper, on which she has to place in order of public popularity the names of 16 nationally advertised and well-known commodities. The scheme is explained in an 88-page book, and it has also been leased by the Bolton Chamber of Trade on royalty to Blackpool, Bury and Batley. It has been worked this year at a cost of 1½ per cent. to the traders entering (almost 1,400), and it is expected that the prize money will be nearly £2,500.

# TALKED OF THIS WEEK



Anybody can go into Regent Street. Anybody but not anything I The shops of Regent Street seem to be shut to everything which is common and dull and mean. Behind the plate-glass windows of Regent Street it is a garden full of flowers but without weeds. And this makes Regent Street the street of streets - in London - in Europe itself, for the buying of gifts.

Especially when you consider further that Regent Street is always merciful to moderate means.

REGENT STREET

Reserve Plan We League Fine
THE FIRST STREET OF EUROPE

The opening of the Regent Street
Co-operative Campaign

# New 'Phone Number

The telephone number of the Nickeloid Electrotype Co., Ltd., has been changed to Central 9791.

# Empire Christmas Puddings

The director of Australian trade publicity is issuing an appeal to all manufacturing confectioners and makers of Christmas puddings, Christmas cakes, and mincemeat, to use Empire dried fruits in their Christmas products this year, in order to make the Christmas of 1926, the year of the Imperial Conference, a real Empire Christmas.

# A Matter of Title



In our issue of last week we unfortunately quoted Messrs. D. C. Cuthbertson & Co., Ltd., the well-known Scottish advertising agents, as "D. C. Cuthbertson & Son." In pointing out the error, Mr. Cuthbertson sends us this photograph, taken a few days ago, which proves that although he does not use the latter title, he has a right to it.

### 'Celebrating Tenth Birthday

The Westminster Advertising Service, Ltd., celebrated the tenth anniversary last week by a dinner at which Mr. Brighten was the guest of the evening. A very jolly and interesting time was spent.

### Ad. Club Golf Photographs

The photographs reproduced last week in connection with the Inter-Ad. Club's Golf Tourney were supplied by the *Daily Sketch*, and prints can be ordered from the photographic department.

## Organising a Printing Business

A lecture entitled, "Organisation in the Printing Business," will be given at Stationer's Hall, E.C., next Friday, October 8, at 6.30 p.m., by Mr. W. Howard Hazell, Past President, Master Printers' Federation. The chairman will be Sir G. Rowland Blades.

# Illuminated Air Advertising

During the coming winter evenings advertising will be essayed through the medium of acroplanes having illuminated signs on their wings. The idea has been in preparation for some time, and we understand that all financial requirements have now been satisfied and progress is being made to bring the plans into being.

### Premises as Advertisement

One of the finest advertisements Citroën cars have ever had lies in the new showrooms at Devonshire House, Piccadilly, which were opened to Press inspection last Thursday. The magnificent planning, luxurious appointments and the arresting originalty and dignity of the interior design should do the business an enormous amount of good.

### Lectures on Photo-Engraving

A course of about 10 lectures, together with demonstrations, on the methods employed in reproduction by photoengraving, will be given at Bolt Court, Fleet Street, on Thursday evenings at 7 p.m., commencing Thursday, October 7. The lectures are intended for commercial artists, publicity agents and others to whom a knowledge of the capabilities of the various processes is of value. They are organised by the School of Photo-Engraving and Lithography.

# Studying Community Advertising

Mr. R. M. MacKay, whose business in Brighton is connected with the question of accommodation for potential visitors to the town, sailed last week from Liverpool for a tour in America. Through the good offices of Mr. H. D. Roberts, M.B. E., Director of the Brighton Publicity Department, Mr. MacKay has received introductions to American advertising specialists with a view to putting him in touch with American methods in community advertising of seaside towns. He will endeavour to gain information on the subject of accommodation bureaux, and on his return hopes to give Brighton the benefit of anything useful discovered during his tour of investigation.



# Good advertising pays best

Advertisers have been quick to appreciate that the increased size of the "Evening Standard" allows for many excellent solus and semi-solus positions.

Such spaces as the new 24-page "Evening Standard" is able to offer give a well-designed advertisement the good display it needs.

Your advertisement in London's First Evening Newspaper will be seen to best advantage by the class of reader to whom you wish to appeal.

Particulars as to special positions available may be obtained from E. R. ROBERTS, Advertisement Manager, "Evening Standard" 47, Shoe Lane, **E.C.4** 



### CLUB NOTES & **NEWS**

### WHAT'S ON

Aldwych.—Club Rooms, 7.0 p.m., Wednesday, Dinner to Sir Alan Cobham.

I.S.M.A. Manchester. - Midland Hotel, 7 p.m., Wednesday, Annual General Meeting.

Cardiff.—Royal Hotel, 1 p.m., Tuesday, Address by Mr. H. D. Mudden, President of the Club.

udden, President ... Women's Advertising Club.— Trocadero, 7 p.m., Annual General Meeting.

Nottingham.—Elite Theatre, 7.30 m., Monday, "Some Practical p.m., Monday, Suggestions," Mr. W. Raymond Derwent.

Birmingham.—Imperial Hotel, Wednesday, "The Missing Link in Advertising," Mr. G. A. J. Hopkins; Demonstrations by Mr. W. A. Wale.

Glasgow.—Grosvenor Restaurant, 1 p.m. to-day (Friday), "Glasgow Tramways and Advertising," Councillor John Taylor.

Business Research Association.—

Old Colony Club, 7.30 p.m., Wednesday, Opening Meeting; Speaker, Mr. W. A. Cooke (President).

Liverpool Rotary Club-Newspapers the Best Medium

"Adventures in Advertising " the subject of a talk to the Liverpool Rotary Club by Sir Harold Mackintosh. He strongly recommended traders and business men to advertise not merely because it yielded profitable results, but because it brought a new spice of adventure and romance to the daily routine.

Sir Harold was emphatic that for the average advertiser the Press was the best medium. It was more fluid than the poster or other methods; it enabled the advertiser to reason quietly with the potential customer and convince him of the value of the goods; and, moreover, a Press advertisement carried with it the goodwill of the newspaper. A man took a paper every day for many years because he liked it and trusted it—and that was very valuable from the advertiser's point of view. Reasonable distribution must precede advertising, for once a commodity had been advertised the public must be able to buy it without difficulty.

Bradford-Visit to Rowntree's Works at York

Members of the Bradford Publicity Club paid a visit to Messrs. Rowntree's works at York on Wednesday, September 29. After a highly interesting tour of the various departments the party assembled

for tea in the girls' dining-room, where Mr. G. H. Leeson (president of the club), after commenting on the wonderful organisation of the works, stated that Bradford paid a great deal of attention to the production of goods, but it was not far enough forward in telling the world of the goods it produced. As a Publicity Club, therefore, they tendered their homage to Messrs. Rowntree. Mr. Fred Gresswell seconded.

In reply, Mr. Oscar Rowntree said that it had been a great pleasure to them to welcome the members of the club. "We hold the view," he said, "that it is wise for manufacturers to invite the consumers of their goods to their works, and I hold especially that it is important in the case of foodstuffs, because it is desirable that the consumers of foodstuffs should see the conditions under which they are manufactured and assure themselves they are healthy and desirable in every way.

"I believe that it is essential to-day for British industry to try to improve its efficiency. I am one of those who hold very strongly indeed that it is an unwise policy for manufacturers to think that the first thing they should do in times of depression is to reduce the wages of workers. We want high wages in this country if we are going to get a larger consumption. We have not reduced the wages of our people since the war, but we have had to create new profits, and the efficiency of the organisation has been increased by about 15 per cent. in, I think, the last five years." Bradford, he added, should try to co-operate in advertising her productions.

### Regent-Complete Programme for 1926-27 Session

An interesting programme has been arranged for the 1926–27 session of the Regent Advertising Club, the outline of which is given below: 1926.

-" What is There Left for October Advertising to do?" Sir Charles Higham.

October -" Planning a Campaign " (actual product and amount), Mr. Alec Nathan.

October 23. Dance.

"What Could be Better November 3.-Advertised?" How and Why, discussion by Club members.

November 17. -" Elements of Good Copy," Mr. Maxwell Tregurtha.

Dance till 2 a.m. November 19.-

December 1.—"The Art of Advertise-ment Make-up," Mr. Andrew Milne.

December 8.—Annual dinner.

Developer — "The Will December 15.—Psychology — "The Will to Buy," Mr. R. J. Bartlett, M.Sc., A.R.C.S.

1927. "Advertising Clinic," staged by Mr. Noel Gas-January

quoine. January

-"Advertising to the Trade," Mr. Harry Pickup. -Advertising Dance. January "Advertising Pitfalls," February

Mr. J. Kirkwood. "Bank Advertising," or February 16. Subtle v. Straightforward

Advertising, discussion. Series of two lectures: "Planning a Booklet or Catalogue," and "Plan-March

ning an Advertisement." Dance.

"Working of an Agency,"
Mr. W. H. Harford. March March

"Printing Processes and When to Use Them." March

-"Direct by Mail" cam-paign, Mr. H. W. Eley. -"Business English," Mr. April May Sydney Walton.

1.—Annual General Meeting.

June In addition to the fortnightly meetings of the Club, an interesting visit is being arranged for each month from October

The opening social event of the Regent Advertising Club will take place at Slater's Restaurant, High Street, Kensington, on Saturday, October 23.

# Regent—First Number of Official News Bulletin Appears

The committee and members of the Regent Advertising Club have felt for some time that with the rapidly increasing membership of the club, some form of news bulletin had become necessary. want has now been met by Regent Acwant has now been met by Regent Activities ("The Official News of the Regent Advertising Club") which made its first appearance on Friday of last week.

Regent Activities is to be self-supporting, and advertisement space is being booked by Mr. R. H. Harries, the Hon. Business-Manager.

A photograph of the new President, Mr. Philip Emanuel, is given in the form of an inset with the first number, and it is hoped that subsequent issues may contain inset advertisements. The new paper is distributed free of charge to

### Birmingham-Further Discussion on Advertising Birmingham

The scheme for boosting Birmingham launched by the Birmingham Publicity Club was further considered at an adjourned meeting held at the Imperial Hotel, Birmingham, on Wednesday, September 29, with Mr. W. Henman in the chair. It will be recalled that the boldness of the scheme made a great (Continued on page 60)



At the Hub of Industrial Wealth aily Dispatch VENING CHRONICLE





US STREET, LONDON, E.C.4, & WITHY GROVE, MANCHESTER.

impression when it was originally brought

The chairman opened the meeting with a summary of the previous discussion of the project. They could not that night adopt a whole scheme, he added, it was too big a job for that; but they

could discuss it.
Mr. H. W. Eley said they had at least made Birmingham realise that they had a Publicity Club in Birmingham. He thought they should let the Board of Trade know what they were doing; it would be a great thing for them to link themselves up with some Government Department.

Mr. E. R. Groves (Siviter-Smith) said the Chairman indicated that the job was a bigger one than the Birmingham Publicity Club themselves could undertake. If they who started it tried to run it they would simply block it as they would only get one set of ideas. They wanted a large committee to go into the matter as a whole.

Mr. S. D. Toon said the question of money was a serious one; the way in which they talked of raising £250,000 seemed to him ludicrous. Firms in the city were short of money; they had had years of trade depression; they could not raise £250,000; he doubted if they could raise £25,000; he believed with others that they could get more done by individual than by collective effort. While they were agitating about foreign trade, why did not they get down to the home trade?

The chairman said that in the report the question of home trade was not forgotten; they did not want to dis-criminate; it was business whether home or overseas.

Mr. H. W. Eversleigh's suggestion was that Birmingham wanted to be made a city of light; it was one of the darkest cities in the world. It was a scandal that a city should be dead at ten o'clock at night. Then modern development was in the air; at Castle Bromwich they had a fine aerodrome and a Light Aeroplane Club; Birmingham might be made the great air station of the kingdom.

Mr. W. Butler (Basil Butler Co.) said he thought they had to decide that night what they ought to do with the scheme. His suggestion was that the advertising agents and printers and block-makers band themselves together and prepare a scheme to be submitted to the Club to be torn to pieces. When it was finally modelled it should be laid before the Birmingham Municipality, and also be submitted to a mass meeting of Birmingham manufacturers.

The chairman then moved the following resolution: "That a committee of this Club be instructed to give further detailed consideration to the scheme suggested a fortnight ago, and confer with the municipal authorities, the Chamber of Commerce and other bodies, as they may think desirable, with a view to furthering the idea of boosting Bir-mingham." mingham.

He thought they had that night rather concerned themselves with details than with the main idea. The primary idea had come to stay; Birmingham wanted business and could do more trade than she was now doing. If they didn't believe that publicity paid, why were they in existence as a publicity club? Having mooted the idea, they must proceed with it.

Mr. Ward supported the resolution, and Mr. H. J. O'Connor (Odhams) suggested that the scheme be again submitted to the club for discussion. chairman's resolution was then carried by 21 votes to 7.

### A.B.A.A. Golf Circle Autumn Meeting at Hadley Wood

The autumn meeting of the Golf Circle of the Association of British Advertising Agents took place at Hadley Wood Golf Club on September 30.

The principal fixture was the medal competition for the Challenge Cup presented by Mr. L. O. Johnson, of C. Mitchell & Co., which is competed for annually. This was won by Mr. Leslie Harwood with a net score of 73, and the special prize for juniors—presented by Mr. Philip Benson, the president of the Association—was won by Mr. Eric Field with a net score of 76.

In the afternoon bogey foursomes were played for prizes presented by Mr. V. J. Reveley, of Brwoods, and Capt. E. M. I. Buxton, of the Paul E. Derrick Agency. These prizes were won by Messrs. E. W. Barney and Eric Field, who returned a card showing one down to bogey.

The Hon. Secretary, Mr. C. Harold Vernon, will be pleased to receive the names of principals of any agencies prioring membership of the respectation.

enjoying membership of the association who may desire to join the Golf Circle.

### Glasgow-Mr. D. C. Cuthbertson on " The Fourth Estate'

A large attendance marked the opening meeting of the Club, and all were amply repaid, for Mr. D. C. Cuthbertson, Past President of the Club, gave a most instructive paper on "The Fourth

In the course of his remarks he said that people wanted more news than wireless could give them, and wireless could never supply a full service of news and advertising. Time and impatience killed that. Even if, as was extremely unlikely, broadcasting took the place of the Press in the supply of news, advertising was bound to live, because advertising as it developed rould create a demand for advertising.

Mr. Cuthbertson believed that the time was coming when newspapers would be bought as much for their advertisements as for their news. It was the duty of advertising men to see that the advertising space in a newspaper was as honest, reliable and efficient as the editorial columns.

Some interesting figures were given by Mr. Cuthbertson showing the percentage of space devoted to various interests in newspapers of U.S.A., Britain, France and Germany.

In business matter Germany headed the list with 30 per cent., compared with 21 for U.S.A., 17 for Britain, and 9 for France. Britain headed the list for sport with 17 per cent., but for amusement had only 1 per cent., compared with 21 in France, and 15 in U.S.A. Germany devoted the most space to politics (11 per cent., compared with 10 in U.S.A., and 9 in Britain), but America gave the most police news-10 per cent.-France having 8, Britain 6, and Germany 3.

While Britain gave 23 per cent, of space to foreign news, America gave only 7; Germany devoted 35 per cent., and France 30. The lack of interest in foreign news in America, said Mr. Cuthbertson, was significant, and might account for many things at which the world wondered.

# Sir E. STOCKTON'S SPEECH

-(cont. from p. 44)

As you know, our Overseas territories now take about 40 per cent. of all the manufactured goods we export, and the purchasing power per head of the population of these goods is extraordinarily high.

Trade recovery will manifest itself in the near future. This is as certain as that the night follows the day, and, just as the Daylight Saving Bill was inaugurated to give to the community the benefit of the extra daylight so must we business-men give to our industries that extra supply of energy which so often makes all the difference between ultimate success or failure.

Firstly, we need to examine our business and see whether we can increase our efficiency, and to what extent we can improve our organisation.

Secondly, we need foresight and enter-

We must be up-to-date and meet the changed conditions of the present day. The time has long gone past when we can sit at our desks waiting for the business to come to us.

We have to look for it; To think how to get it; and To work hard to obtain it.

Thirdly, I want to refer to a suggested Far Eastern Mission. On several occasions recently I have put forward the idea of sending a Textile Commission, on which all interests should be represented, to the Far East. I think the time is ripe for its revival. If we wait until there is tranquility everywhere, then we may fail to come in on the crest of the wave. I am quite sure, too, we shall have to make rather better efforts to market our goods abroad. I see some of the commercial representatives of the Department of Overseas trade are not too satisfied with some of our salesmen in foreign countries
—mostly foreigners—not British. I -mostly foreigners-not British. I think we ought to have more British Salesmen selling our productions.

Fourthly, we need to encourage research and science. People too often cut down under this heading, just when it is most important to keep it going. If research and science will place us at the head of a new trade development like artificial silk, it will surely justify its expense of outlay.

Fifthly, we need improved business methods in many directions—especially greater selling efficiency.

I believe that Lancashire has suffered

badly owing to so much selling in-efficiency. The cotton trade has paid a heavy price for its weakness and selling incapacity during the year 1925. I do not refer to the ordinary normal competition, ruled by supply and demand, which will always exist, but my remarks are confined to that foolish cut-throat competition which takes little account of either cost or selling values.

Our cotton mills are staffed with the best operatives in the world—the mill managers are second to none; but if mills are to be successful, the produced article must be well and properly sold, and not slaughtered at the altar of inefficiency of salesmanship.

Sixthly, the question of reconstruction

and cutting down of war-time capital is one requiring serious thought, and in this connection the cotton trade has its share of the problem to solve. There is no advantage to be gained by any section of business men living in a fool's paradise, and, where inflation exists, the sooner it is properly dealt with the better for everyone.

# ENLARGEMENT OF "THE STAR" NOVEMBER 15th, 1926.

Bigger and Brighter than ever.

The Best Display value in the London Evening Press.

Increase in Column width to  $2\frac{1}{2}$  inches from above date.

No extra charge for nextmatter positions.

4 Columns per page.

Price still £170 per page.
Pro rata for 3, 2 and 1 columns, etc.

Book the positions you want now while they are still available.



London's Brightest Evening Paper.

Certified Average net sale June, 1926, 756,536 COPIES DAILY.

# "The expeditious way

in which you supply proofs"

# A LEADING ADVERTISING AGENT

speaking of the way in which we have attended to his copy instructions and set up his advertisements, says,

"WE are particularly pleased with the expeditious way in which you supply us with proofs, and we fully appreciate that advertisers cannot complain in any way in this respect. In fact, we have received praise from one or two advertisers in connection with the setting up and careful attention which you have given to their copy and subsequent alterations."

YOU can use the Hotspur Press to your advantage and enjoy the efficient, punctual service rendered by Percy Brothers to every client, large or small.

Write to-day for particulars to

# PERCY Brothers, Ltd.,

The Hotspur Press,
Whitworth Street West,
MANCHESTER

Telephone: Central 6894/5.
Telegrams: "Hotspur, Manchester."

London Office:
170, Fleet Street, E.C.4

Telephone: Central 7641.
Telegrams: "Jonagont, Fleet, London."

# The Advertiser's Gazette

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

# WINDING-UP PETITION PRESENTED

Intertype, Ltd.—A petition for the winding-up of this company was presented on August 10 by Mergenthaler Linotype Co. Hearing, October 13, at Royal Courts of Justice, Strand.

# **VOLUNTARY LIQUIDATIONS**

(Note.—Voluntary liquidations may, in some instances, refer to companies in course of reconstruction.)

Alliance Billposting, Ltd.—Resolved, September 21, that the company be wound up voluntarily. Secretary and liquidator: A. S. Wild.

West Riding Bill Posters, Ltd.—Resolved, September 15, that the company be wound up voluntarily, and that J. E. Sykes, I.A., Estate Buildings, Huddersfield, be appointed liquidator.

Autochrome Signs, Ltd.—Resolved, September 27, that the company be wound up voluntarily, and that H. Button, 61-62, Lincoln's Inn Fields, W.C., be appointed liquidator. Meeting of creditors at liquidator's office at 12 noon on October 15.

Home Words, Ltd. (in voluntary liquidation).—Meeting of creditors of this company will be held at offices of Messrs. Butler, Viney and Co., 68, Coleman Street, E.C. on October 11, at 11 a.m. Liquidator: H. W. M'Laren. (Note.—This notice is merely to comply with the provisions of the Companies Acts. All creditors will be paid in full.)

### PARTNERSHIP DISSOLVED

Signs of the Times Co., incorporating Longfield, Aldwinckle and Co. (Alf. Longfield and Frank H. Aldwinckle), sign makers, 150, Moor Street, Birmingham. Mutual dissolution, September 1, 1926. Debts by Mr. A. Longfield, who continues the business.

### NEW COMPANIES

[Compiled for the ADVERTISER'S WEEKLY by the Information Bureau, Ltd., 140, Strand, W.C. 2.]

Ltd., 140, Strana, W.C. 2.]

Matthew's Electric Signs, Ltd. (216,427).—Private company. Registered September 25. Capital £2,000 in £1 shares. Objects:—To carry on the business of electricians, electrical engineers, manufacturers of electrical machinery and apparatus, etc. The first directors are:—B. G. Clark (chairman), R. F. Browne and N. de M. Watsham Registered office:—Windsor House, Victoria Street, S.W.1.

Home Words Printing and Publish-

Home Words Printing and Publishing Co., Ltd. (216,549).—Private company. Registered October 1. Capital £30,000 in £1 shares. Objects:—To acquire the business carried on by Home Words, Ltd. (now in liquidation), and to carry on the business of proprietors and publishers of newspapers, journals, magazines, books and other literary works and undertakings, etc. The directors are:—C. A. H. Bullock, Rev. W. C. Bullock, H. S. Bullock, Rev. R. W. Bullock and E. H. Bullock. Registered office:—11, Ludgate Square, E.C.4.

North Eastern Newspapers (1926), Ltd.. North Eastern Newspapers (1926), Ltd., was registered as a "private" company on September 27, with a nominal capital of £100,000 in £1 shares. The objects are:—To acquire the undertaking, goodwill and business of the North Eastern Newspapers, Ltd., and certain other assets thereof, to continue the business and publications of that company, and to adopt an agreement with Allied Northern Newspapers, Ltd., and to carry on business as proprietors, printers and publishers of newspapers, journals, magazines, books and periodicals, etc. The first directors (to number not less than two) are to be appointed by the subscribers. Solicitors:—Slaughter and May, 18, Austin Friars, E.C.2. The file number is 216,451.

number 18 210,401.

Lytham St. Anne's Express, Ltd. (216,447).—Private company. Registered September 27. Capital £15,000 in £1 shares. Objects:—To acquire the business of newspaper proprietors and publishers, and general letterpress printers, carried on by W. H. Spring and F. E. Spring at Back Wood Street, St. Anne's-on-the-Sea, and all or any of the assets and liabilities thereof, in particular the goodwill of the St. Anne's-on-the-Sea Express, St. Anne's-on-the-Sea Times, and Borough Advertiser. The directors are:—F. A. Grime, J. P. Grime, A. E. Grime, R. O. Nickson, F. I. Nickson. Registered office:—Back Wood Street, St. Anne's-on-the-Sea, Lancs.

The Institute of Business Advisers, Ltd., was registered on September 20, as a company limited by guarantee, without share capital, with 1,000 members, each liable for 10s. in the event of winding up. The objects are: To provide a Central Organisation for agents, specialists, and consultants in all phases of business, trade, commercial industry and finance (excluding moneylenders), etc. The subscribers are:—A. P. Connolly, W. H. Pratt, J. M. Patens, H. T. Penney, G. J. Samms-Hudson, H. R. Summers, F. H. Clemens, F. F. Mather. Solicitors: C. Butcher and Simon Burns, 32, Gresham Street, E.C. 2. The file number is 216,322.

Leveridge and Co., Ltd. (216,359).—
Private company. Registered September 22. Capital £10,000 in £1 shares.
Objects: To acquire the business of newsagents, publishers, advertising agents, booksellers, printers, engravers, lithographers and stationers, now carried on at St. Thomas Road, Harlesden, N.W. 10, as "Leveridge and Co." The first directors are: W. H. Leveridge (permanent managing director) and G. C. Leveridge. Solicitors: F. W. Hughes and Son, 93, Edgware Road, W. 2.

## Fruitful Windows

A window-dressing competition for London fruit shops, with more than £500 in prizes, is to be held in connection with this year's Imperial Fruit Show, to take place at Holland Park Hall, W., from October 29 to November 6. The Empire Marketing Board is financing this enterprise. The competition is confined to all retail fruit shops within a radius of 12 miles of Covent Garden, and will be held on October 26, 27, and 28. The windows entered are to be dressed entirely with Empire (including home-grown) fruit. Three classes are provided for, and in each the first prize will be a £100 silver cup, presented by the Empire Marketing Board, with other valuable cash prizes.

# THE VOLUME OF ADVERTISEMENTS CARRIED IS PROOF OF ITS PULLING POWER

Christmas "Good Housekeeping" will be on sale on November 26th. Just in those vital weeks when everyone is deciding upon their purchases, the merits of your goods are brought prominently before the very eyes of the public you wish to influence.

Every copy sold goes into a well-to-do home and is read, not only by the woman who buys it, but often by the whole family—and is frequently lent to friends as well.

In addition to its regular features, the following distinguished authors will contribute stories and articles.

Great New Serial by

# ANNE DOUGLAS SEDGWICK

entitled

"The Old Countess"

GENE STRATTON PORTER

ANNIE SWAN

SIR PHILIP GIBBS

MARION CRAN

A. E. W. MASON

HELENA NORMANTON, B.A.

A. S. M. HUTCHINSON

ST. JOHN ERVINE

ROBERT HICHENS

**CLEMENCE DANE** 

MOLLIE PANTER-DOWNES

FRANK SWINNERTON

COSMO HAMILTON

# GOOD HOUSEKEEPING

Treble the Sale of any Shilling Woman's Magazine

# **ADVERTISE**

IN

. THE . .

# HERALD

THE PAPER THAT STANDS IN A CLASS ALONE.



CIRCULATION - 250,000



7,500 Cash Orders were received from two Small Advertisements costing £13 10s.

Convince yourself of the great pulling powers of its Advertising columns by taking space now.



SPECIMEN COPY and RATE CARD sent on application to Advertisement Manager-

"CHRISTIAN HERALD," 6, Tudor Street, London, E.C.4.

'Phone : GITY 6531.

# Are You Properly Sold on this Proposition?

Fleet Street's Own Chance to Pile Up the Pennies—The Week for Bart's

SCHOOLBOY, asked what "Habeas Corpus" meant, wrote A "Habeas Corpus "A phrase used in the Bring out your do Great Plague meaning 'Bring out your dead!'"
A member of the committee of Fleet Street Week for Bart's would interpret it,

"Bring out your quids!"

Fleet Street Week for "Bart's" starts to-morrow (Saturday), and every possible effort should be made by every man, woman and child connected with newspapers to produce double the amount realised by the last "week," which was held in 1923.

We-the word is used communistically and not editorially-must go out to raise

All the folk in the home-suburb must be interested in it to the extent of supporting one or other of the many attractions that are being offered.

### **Empire Concert**

Perhaps the easiest of all to sell is the Empire Concert at Kingsway Hall next Tuesday night at 8.15. The artists are: Mme. Edwina; Miss Stella Murray, Mr. Peter Dawson, Miss Daisy Kennedy, Miss Muriel George, Miss Evelyn Scotney, Mr. Ernest McKinlay, Mr. Harry Field, Miss Isobel McLaren, Mr. Ernest Butcher, Miss Wish Wynne, and Miss Rita Alexander.

Hal Swain and the New Prince's Canadians Band, from The New Prince's

Restaurant, Piccadilly, W.1.

Organ Recital from 8.15 to 8.45 by Mr.

Appleby Matthews. The trumpeters of
H.M. Life Guards, by kind permission of
Lt.-Col. the Hon. G. V. A. MoncktonArundel, D.S.O.

Tickets: 21s., 10s. 6d., 5s. 9d. and 2s. 4d. (tax free).

### The Week

The full programme for the Week is as follows :-

Saturday, October 9. A gigantic and wholly novel procession through the streets of the City in the afternoon headed by a spectacular tableau representative of the work of the hospital. More than a hundred highly ornate and fascinating vehicles interspersed with many military bands and special features. To represent the industry of Fleet Street, practically every national newspaper will contribute tableaux on wheels and famous figures and other advertising designs will be seen in most attractive settings. The procession will form up on the Victoria Embankment and starts at 2.30 p.m. to parade through the flag-adorned streets of the City, such as Queen Victoria Street, Cheapside, Holborn, Fetter Lane, Fleet Street and back to the Embankment.

On Sunday there will be appeals in the City churches and at 3.30 p.m. a Masonic service will be held in the St. Bride's Church, Fleet Street, when the Lord

Mayor will attend.

On Monday, October 11 a novel treasure hunt will begin. By purchasing a pamphlet the public, whether they know their London or not, will be able to follow the clues and work out the route to the treasure, £30 in cash prizes being awarded. There will also be on sale all the week Bart's students' rag edition, of which the Westminster Gazette will present 125,000 copies.

Monday, 7.45 p.m., Mr. Edgar Wallace will broadcast from 2 LO.

Tuesday, October 12, is fixed for the public collection in the streets, business houses and other places in the City only. At 12.30 p.m. a gift auction sale will be conducted at Bush House.

On Wednesday, October 13, the gift auction sale is continued at Bush House. At 8 p.m. a boxing tournament begins at the Stadium Club, Holborn, when teams from the United Hospitals will meet the Belsize and Stock Exchange Boxing Clubs, and there will also be exhibition

On Thursday and Friday, October 14 and 15, a grand bazaar takes place at the Mansion House under the presidency of the Lady Mayoress. The bands of the 1st and 2nd Life Guards will play and there will be many attractive stalls with games organised by the students.

### Sporting Events

comprehensive afternoon of sport will be provided on Saturday, October 16.

A football match (Association) in aid of the Fleet Street Week for Bart's is being arranged between Fleet Street men and Bart's Hospital XI for Saturday, October 16. It will be played at the Bart's ground, Winchmore Hill, N. Any Fleet Street men who wish to be included in the team, or who wish to attend and support the match in any way, should communicate without delay with Mr. F. G. Harradence, the Advertiser's Weekly, 66, Shoe Lane, E.C.
There will also be, on Bart's ground, a

Rugby football match between Bart's "A" team and the Royal Horse Guards.

At the same time there will also be in progress a hockey match. The three matches all start at 3 o'clock. No charge will be made for admission to the ground, but there will be energetic and enthusi-astic collectors at work.

This united sporting attraction is one of the most original features of the Week, and it is hoped that it will receive unstinted male patronage. It is a P.S.A. for men—Pleasant Sporting Afternoon, and Please Support Adequately.

During the week some thirty famous artists will become pavement artists, actually drawing on the flag-stones at various places in the City. They will also exhibit drawings and paintings for sale to passers-by and this will offer an exceptional occasion for art collectors to secure specimens of the works of leading men of the day.

# Scots and Advertising

"The Scots Year Book," edited by A. Bain Irvine, "Chief" of the Scottish Clans Association of London, and published by Cassell & Co., an annual that seeks to keep the Scottish flag flying throughout the world, carries 28 pages of interesting and, from the technical point of view, meritorious advertisements which are uncommonly well placed. If the twelve pages devoted to a calendar of events in Scottish history are regarded as containing reading matter-which they undoubtedly do-then every advertisement, save two, either occupies a "position" page, or faces reading matter.

# WEYMOUTH

# and

# The Daily Mail

The Town Clerk of Weymouth (Mr. Percy Smallman) reported to a public meeting held in the town on Wednesday to discuss the question of advertising the resort, that on summer advertising results The Daily Mail had proved the best medium.

"Having regard to the fact," he said, "that we have been advertising in 30 newspapers and *The Daily Mail* is accountable for 33 per cent. of those who use the key number, you will find that the pulling power of *The Daily Mail*, so far as applications for the Guide are concerned, means that the dearest space is the cheapest in the end."



# Publication Notes and News

New "Scots Observer"

The first number of the Scots Observer, the new church weekly, appeared on October 2. It carried four columns to the page, and the first issue contained over 40 columns of advertising. Messages were printed from ministers in all denominations welcoming the advent of this new paper.

### Propaganda for Candy

A novel week is being run in Leeds It is called Candy Week, when all the makers of toffees, chocolate and sweetmeats will be in the limelight. The Yorkshire Evening News on Monday carried a composite page on candy, and the paper is offering a prize of five guineas for the best Candy Week slogan.

### "M.G." and Civic Week

The Manchester Guardian has taken advantage of the Civic Week to produce some excellent work. On Saturday there appeared a sixty-four page Civic Week number, in addition to the ordinary paper. It had a specially-designed cover in colour, with five whole-page colour advertisements. There were some 32 pages of advertising, and the number reviewed the activities of Manchester—past and present. The ordinary Saturday morning issue contained four special composite pages on "Civic Week Shopping," well supported by advertisers.

### Cardiff Hotels

On Friday last, the Western Mail carried a special composite page headed "Cardiff Hotels and Restaurants—A

Credit to a Great City." Five columns of advertising and a specially written review of the leading hotels and restaurants made a very effective page.

### Musical Advertising

The Warrington Enterprise Special Civic Week Issue published a vocal one-step, "Oh Warrington," a copy of which was given free to every reader. Every theatre, picture house, and dance band in town included it in their nightly programmes. The South Lancs Prince of Wales' Regimental Band featured it every day at the Empire Goods Exhibition, and requests for permission to play it were received from various bands in neighbouring towns.

## Bigger Sales, Bigger Paper

We are informed that Everybody's Weekly circulation is now 285,000 copies weekly. This shows a jump of over 100,000 copies in the course of six weeks. There will be an increase in the size of the pages in the next issue. The pages will carry four instead of three columns in future, and will be about the size of John Bull.

### A Business Romance

Mr. H. Crawford Hartnell has contributed to the *Irish Sketch* for October a very interesting human story of the late Mr. John Cleaver, of Robinson & Cleaver, Ltd. He tells how Mr. Robinson and Mr. Cleaver started in business with a capital of \$500 and the great idea that they could sell every kind of Irish linen from its home in Belfast direct to the consumer by advertising.

# Blackpool's Jubilee

The Blackpool Gazette and Herald of Saturday last consisted of 32 pages, 224 columns, including news and advertisements and special pages devoted to the New Stanley Park and South Shore Promenades, opened on that day by Lord Derby. The beginning of the Jubilee Shopping Festival was the occasion for a special display of national and local advertising.

### From Lord Beaverbrook

The Daily Express on Monday contained a letter from Lord Beaverbrook, complimenting the staff of the Sunday Express on the previous day's issue, and paying a tribute to its development.

# 1041 Inches a Week

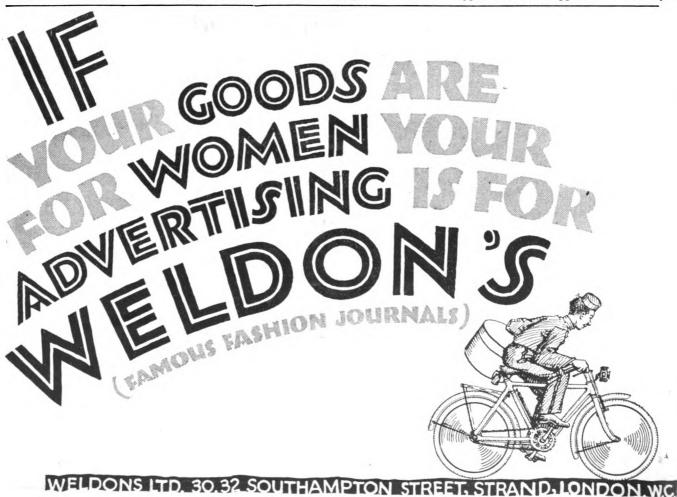
In connection with Mr. Murray Allison's recent remarks on the volume of advertising during the coal strike, we are informed that one advertiser in the Hexham Courant used 2,300 inches of space in the first 22 weeks of the strike, an average of approximately five columns a week.

## Insurance and Advertising

The Insurance Record for September 22 contained an article on "Insurance and Advertising," in which the publicity of the Prudential Company was reviewed.

### A Building Journal

The National Builder, the official organ of the National Federation of Building Trades Employers, is an excellent production printed throughout in brown ink. The October number contains 96 pages, and is supported by advertisers of all types of builders' supplies and machinery.



It is because of the universality of appeal made by

# The Daily Telegraph

that advertisers find in it an unfailing means of reaching the people who matter.

H. G. REEVES, Advertisement Manager, 138, Fleet St., E.C.4

# The Advertisers of "quality" products, appealing to men. Be sure to include The Outlook in your advertising schemes! It has a large subscription circulation. Its readers are drawn from the thinking and well-todo classes. The advertising rates are modest-the value excellent. Further details - and interesting topics discussed in our Organ — "The House Outlooker"-free to you for the asking. L. INDER HEWITT. Advertisement Manager. ::::: Phone . CENT. 3173.

69, FLEET STREET, E.C.4.

# Current Advertising

Notes of New Business Going Out: New Advertising Now Appearing in the Press and on the Hoardings

C. F. Higham, Ltd., have launched new schemes for Vitmar and Rexall.

Steele's Service, Ltd., are handling an autumn campaign for Peps.

Max Rittenberg is now giving out for

Burgess' Lion Ointment. Barker, Drabble & Co. have recom-

menced booking space for Jelks. Spiers Service has business in hand for Becker's Piano Playing Course.

T. B. Browne, Ltd., have been issuing new instructions for Bird's.

Fredk. E. Potter, Ltd., have increased advertising for Pelman Institute.

J. Varney & Co. (Manchester) are placing the displays appearing for Beecham's Powders.

Samson Clark & Co., Ltd., are advertising the Free Church Touring Guild's

winter programme.

Wilkes, Jeffrey & Co., Ltd., have business in hand for Owbridge's Lung

Marshall Hardy Service, Ltd. (Bradford) have been booking space for Standard Fireworks.

Alfred Pemberton, Ltd., have com-

menced a new appropriation for Bisto.
S. H. Benson, Ltd., are again giving out for Boyril and new instructions for Rowntree's.

W. J. Southcombe's Agency has business in hand for Blue Band Margarine.

John Haddon & Co. have been booking a considerable amount of advertising for Humber's.

Sell's, Ltd., have resumed placing for

Raleigh Cycles and Motor Cycles. Erwin, Wasey & Co., Ltd., are again handling substantial business for the

Hoover Suction Sweeper.
Muller, Blatchly & Co., Ltd., have been booking new advertising for Cow & Gate Milk Food and increasing for Chilprufe.
Palmer Newbould & Co. are handling

scheme for National Crosswords.

Pratt & Co., Ltd., have recommenced giving out for Howard & Alan, Ltd.

Curtis Agency, Ltd., are placing in general media for Espanol.

Osborne-Peacock Co., Ltd., are again handling big business for Pesco Under-

London Press Exchange, Ltd., have commenced placing for Cosmos Lamp.

Service Advertising, Ltd., have commenced booking displays for Marconi-

C. Mitchell and Co., Ltd., have been placing new season's advertising for Sloan's Linament, and have increased space for Lavona Hair Tonic.

May's Advertising Agency, Ltd., have been appointed advertising agents to William Wren and Co., Ltd. (Wren Boot and Shoe Polishes).

Black's Agency has a scheme in hand for Blind Children's Ballot. Brandis-Davis Agency, Ltd., have started a new appropriation for Cook's Farm Eggs.

Holford Bottomley Service, Ltd., have recommenced booking space for Rawl-

plugs.
Whitehall Agency (Leeds) are again running a scheme for Gre-Solvent.
H. R. Seaward has new business going

into the dailies for Keith Prowse.

Eddy Douglass Advertising Service (Southampton) are placing for a new line, "Sheffield Guaranteed" Safety Razor Blades.

May's Advertising Agency, Ltd., have been appointed publicity agents to Waring & Gillow, Ltd., and are now booking space.

Geo. E. Rigg has business in hand for Dr. May's Magnetic Comb, Pollard Safety Geyser and Warwick Mattress.

Dorland Agency, Ltd., placed the advertising of Wakefield Castrol Oil which was used by Alan Cobham, and are placing for Butywave, Thompson Barlow Company, Eugene and Pratts Perfection Spirit.

Robertson & Smith (Scottish branch) are handling the Inlay (Aberdeen) Envelopes scheme.

Roebuck's Advertising Service has business going out for the Parlophone Co., Ltd., and the Cosmo Club.

Morison's Advertising Agency (Hull), Ltd., are handling accounts of Stonehouse Bros., Nottingham, and Hodge's, Horticulturists, Nottingham.

Travers Cleaver, Ltd., have again issued renewal instructions for Rolls Razor and Robinson & Cleaver, Belfast.

W-M Publicity Service are placing a campaign for the Ed. Jaegar Company.

John Heywood Advertising Agency (Manchester) are handling the adver-tising of the Textile Exhibition at Leicester from October 8 to 23.

Industrial Publicity Service, Ltd., have a campaign in hand for the British Electrical Development Association.

Paul E. Derrick Advertising Agency, Ltd., have just completed autumn and winter placings for John Walker and Sons, Ltd., Oneida Community, Ltd., Paul Bros., Ltd., J. S. Fry and Sons, Ltd., Evans Sons, Lescher and Webb, Ltd., and Grierson, Oldham and Co., Ltd.

Alfred Pemberton, Ltd., are placing orders for Bisto, Clyno Cars, Metallon, Blue Goose Grape Fruit, Croda, Ltd., Faber and Gwyer, Ltd. (publishers), The Deaf Appliance Co., Papier Poudre, Ltd., Wraggs, Ltd.

# Illustrated Newspapers, Ltd.

First Steps in Formation of New Big Concern-Details of New Company

Illustrated Newspapers, Ltd., was registered as a "public" company on October 1, with a nominal capital of £100 in £1 shares. The objects are:—To adopt an agreement with the Inveresk Paper Co., Ltd., and to acquire the goodwill and copyright of the existing newspapers, journals and publications and other assets referred to therein, and

to carry on the business of proprietors, printers and publishers of newspapers, journals, magazines, books, periodicals and other literary or journalistic works of any description; printers, stationers, lithographers, typefounders, stereo and electrotypers, photographers, photographic printers, etc. The minimum cash subscription is 7 shares.

The subscribers (each with one share) are:—H. W. Hill, 47, Briar Avenue, Norbury, S.W.16, solicitor's managing clerk; E. King, 45, Fernhurst Road, Croydon, solicitor's managing clerk; and five others.

The first directors are to be appointed

by the subscribers.

So long as there shall be any preference shares outstanding in the capital of the company no debentures or debenture stock (other than a series of first mortgage debentures amounting to £500,000 and debentures or charges to secure overdrafts, advances or loans from the bankers for the time being of the company) or any further preference shares shall be issued by the company unless a resolution sanctioning the same shall have been passed at a separate class meeting of preference shareholders.

Qualification of directors, £1,000 shares. Remuneration: -£400 each per annum (chairman £1,000, and vice-chairman £750). Any director who may be employed by the company and receive remuneration in any other capacity shall not be entitled to any remuneration as a

director.

Solicitors: - Clifford-Turner, Hopton and Lawrence, 81/7, Gresham Street, The file number is 216,550. E.C.2.

# AMALGAMATED TRADE PUBLICATIONS

Agreement for Sale Approved

A N extraordinary general meeting of the Amalgamated Trade Publica-tions, Ltd., was held on Tuesday at 19-21, Moorgate, E.C., for the purpose of submitting a resolution approving an agreement, dated September 23, 1926, between the company and the Inveresk Paper Company, Ltd.

Mr. W. Graham, who presided, said that the directors had succeeded in concluding an agreement, subject to the shareholders' approval, for the sale of the company's assets, other than the bulk of the investments and the cash, for the sum of £658,440. Out of the purchase price the company, by the terms of the agree-ment, would subscribe something towards the preliminary expenses of the company that the purchasers were going to form, and this would reduce the amount to £637,440. That, however, was not all that would remain for the shareholders as a result of the working of the company during the last five years, because the company would retain cash and securities to the value of £153,750, thus giving a total of £791,190 to represent the share capital of £160,000. There was an obligation, which they might or might not be called upon to carry out, to take up £50,000 worth of Debentures in the new company which, it was contemplated, would be formed. The rate of interest stated in the agreement was 61 per cent., but it was quite possible that it might be made 6 per cent. and that the total amount of the debentures would be reduced. Un der the agreement the total could be £500,000, redeemable at 104, but they might be asked to take six per cent. debentures, part of a total of £400,000

redeemable at 105.

The resolution approving the agreement was carried unanimously.

Temple Press, Ltd., have sent attractive mailing cards to all the principal newsagents throughout the country, announcing the dates of the special Show numbers of the Motor and the Light Car and Cuckers. Cyclecar.

# FOR THE SMALLER ADVERTISER

THE C. ARTHUR FRANKLAND AGENCY is organised to give personal service, not only in Press Advertising, but in Postal Publicity, Booklets, Catalogues, and all advertising matters, to the Advertiser who, wanting the best, is yet diffident about approaching a Service Agency, COME AND TALK IT OVER.

Executives of London firms, or provincial firms with London Offices, are offered a really useful desk-help, without cos. or obligation; send a postcard.

# C. ARTHUR FRANKLAND

SALES PROPAGANDA — ADVERTISING 44, BEDFORD ROW, LONDON, W.C.1

Telephone: Chancery 7743.

Bernard Maurau, Manager.

that help to

WATERGATE HOUSE . ADEL

# Advertising Man Wanted

Advertising man wanted to call on retailers as special representative of a large firm of manufacturers. The object is to encourage and help retailers to advertise in different ways in their own localities and in every way take full advantage of the firm's national advertising. No goods will be sold, but the work of the travelling salesmen will be naturally facilitated. A car will be supplied.

Applicant should have very sound views on advertising and selling, and preferably will have worked as salesman before entering his present advertising agency or dept. This is an excellent opening for a man of physical and mental energy and of public school standards. Write giving an outline of your business history and send a recent photograph if possible to Box 360, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

# Mr.J.Clarke Robson

has completed his engagement as London Manager of "Yorkshire Evening Argus" and "Textile Argus," and is now open to act as

# **LONDON REPRESENTATIVE TO** A GOOD PROVINCIAL DAILY PAPER.

Age 30. Splendid record, showing large and progressive increase in the London advertisement revenue of his late papers.

Address:

151, FLEET STREET, E.C.4

Telephone: 4438 Central.



# We Hear-

THAT now that autumn is officially with us there has been a quickening in the placing of that advertising that usually has its run from October to March; and—

THAT one healthy feature of the present state of business—and the prospective, too—is the re-appearance of old familiar lines, both in the display pages and on the hoardings.

THAT it is not only old time advertisers who are freely booking space, but several new sellers of importance are requesting positions that command attention.

THAT the new Beecham advertising—Beecham's Powders—has come as a surprise to a great many people in the business as the secret was carefully kept.

THAT Sir Charles Wakefield's luncheon of welcome to Sir Alan Cobham, on Monday last, at the Connaught Rooms, gathered together a wonderfully assorted company including a goodly number of advertising agents and advertising men.

THAT Sir Alan, who has to face much formal publicity, is likely to have the pleasure of experiencing something with the starch taken out of it when he dines with the Aldwychians next Wednesday night at their Club.

THAT a new golf "champion" was discovered at the meeting, last week, of the Advertising Agents' Golf Circle, when Mr. Eric Field secured two prizes, and but for one fateful hole in the first round might have been good enough to secure the prize for that round also.

THAT Mr. Luther Smith was the winner of the scratch prize at Enfield last Saturday, and Mr. D. A. Catesby (79—12—67) secured the Captain's prize at West Herts.

THAT the Rotary Conference at Margate last week was a most successful one with Mr. Sydney Pascall (of the confectionery firm) in the chair, to welcome Rotarians from American and elsewhere; and—

THAT the local newspapers did the thing so well that one of them reproduced a clever cartoon of the celebrities, including several well-known publicity men and sales experts.

THAT Mr. Peter A. Menzies, the Glasgow advertising agent who has been a conspicuous figure in the kilt at the Advertising Convention, was last week unanimously re-elected hon. secretary of the Clan Menzies Society.

# Advertise to the Workers in the World's Pictorial News

The Paper that goes out of the beaten track

# We Hear-

THAT one of the most widely-advertised of newspaper stunts has been that of the Sunday Chronicle £3,500 freehold house competition, which has been extensively billed on hoardings, especially in the South, with a resultant big jump in circulation.

THAT a rumour has been set agoing that one of the much advertised popular priced cigarettes may be quietly dropped out of the running.

THAT one of the picked positions in London, the hoarding next the Bush Building in the Strand, has again returned to the use of a former occupier of many years' standing, namely, Owbridge's Lung Tonic.

THAT several members of the Fleet Street Club have been putting up a good canvass for advertisements for the programmes associated with the Fleet Street week for Bart's.

THAT Mr. Robert E. Rineheart, vicepresident of the William H. Rawlins Co., went to Florida immediately after the Miami disaster to investigate the conditions there; and——

THAT a further £20,000 advertising campaign for Fort Lauderdale and Hollywood is to be launched immediately.

THAT Mr. V. E. Ward, who has been in charge of the *Morning Post* Travel Bureau, has completed his work there, and may shortly be found in a new sphere of activities.

THAT Mr. Fredk. E. Potter is back at business, after a somewhat lengthy indisposition.

THAT Mr. Arthur Gotch Berrill, of Messrs. Gordon & Gotch, Ltd., is a director of the Caldwell Paper Mills, whose prospectus appeared this week, and its associated company the Inveresk Company, interested in the purchase of the Big Six and other illustrated weeklies.

THAT the Italian Government has been making preparations for a campaign to advertise Italy to American tourists in America in the early part of next year, and—

THAT the amount mentioned as likely to be expended is £600,000.

THAT the Yorkshire Aeroplane Club have asked Mr. W. J. Courtman Stock, of Leeds, to act in an advisory capacity on their publicity committee.

THAT Mr. Norman Maclean, of the Maclean Agency, Edinburgh, has this week been paying one of his periodical business visits to town.

THAT the Genatosan Co., Ltd., has reaped the benefit of the special advertising campaigns they have been carrying out in order to keep the company's preparations continually before the public, a result shown in their latest report disclosing net profits amounting to £39,367.

THAT the late Mr. Duncan Story, M.C., a partner in the corset firm of Messrs. Sharp Perrin and Co., of Old Change, E.C., left £55,629.

# **Largest Circulations**

Each of these Three National Newspapers has a larger circulation in its respective sphere than any other newspaper

# in South Africa

# The Farmer's Weekly

Larger circulation than that of all other South African Agricultural Newspapers combined, including Government Publications. Reaches all classes throughout the country, and is the most widely known Paper in South Africa.

# The Homestead

Larger circulation than any other Women's Paper. Circulates in every town and country district of the Union.

# The Motor Weekly

Larger circulation than that of all other South African Motoring Papers combined. Reaches prospective Motorists, Motor Owners, and all interested in Transport. A high-class magazine Newspaper circulating throughout the country.

Rates and specimen copies willingly supplied on application to the Sole Representatives:

ARGUS SOUTH AFRICAN NEWSPAPERS LTD. FLEET STREET - LONDON, E.C.4

# Quantity plus Quality



GOOD printing that states your case forcefully and well: a keen price that enables you to save something like 20% on your Printing costs. . . . this is what Greenwood's offer you.

... and their work is good at that! Well set, neatly machined, with a clean workmanlike make-up. Worth your while, anyway, to make enquiries.

Write for specimen work and quotations to-day.

It costs you less when Greenwood's print it!

# Greenwood Bros SHIELDS



# LAY-OUT MAN DESIRES CHANGE

Young, enthusiastic, hardworking, thoroughly experienced in all studio and copy dept. work—I want a new job with a live agency that can offer me good prospects.

Box 358, "The Advertiser's Weekly," 66, Shoe Lane, E.C.4.



To Firms Seeking Wealthy Markets

"PINANG GAZETTE"
Oldest Daily in Malaya. STRAITS SETTLEMENTS

"LA RAZON" BUENOS AYRES

London Representatives:

FREEMAN & CO., 3, Paternoster Row, E.C.4



THE BEST FREE GIFTS.
SOFT TOYS
Illustrated Catalogue on Request.
MANUFACTURERS. Est. 1914

THE TEDDY TOY CO., 45, GOLDEN LANE, E.C.1. We Hear—

THAT Messrs. Fredk. E. Potter, Ltd., have taken a fresh lease of their offices at Imperial House with additional accommodation.

THAT the shareholders in the Duophone and Unbreakable Record Co., Ltd., at the general meeting of the company, had their attention drawn by the chairman, Sir Alan H. Burgoyne, M.P., to the display of the firm's advertisement posters which had been placed around the room.

THAT the British Electrical Development Association, Incorporated, have launched an advertising scheme which may develop into a counter attraction to the publicity methods of the British Commercial Gas Association; and—

THAT for the present the E.D.A. are freely offering throughout the newspapers in the country, for Industrial Publicity Service, Ltd., an electrically-equipped freehold house and other prizes in a competition scheme.

THAT the death took place, on Tuesday' of Mr. Layman, of Messrs. Wright, Layman and Umney, Ltd., proprietors of Wright's Coal Tar Soap.

THAT advertising men who have this week been visiting the Shoe and Leather Trades Fair at the Royal Agricultural Hall have been remarking about the increase of the number of branded names —familiar and unfamiliar—now used by the makers of footwear.

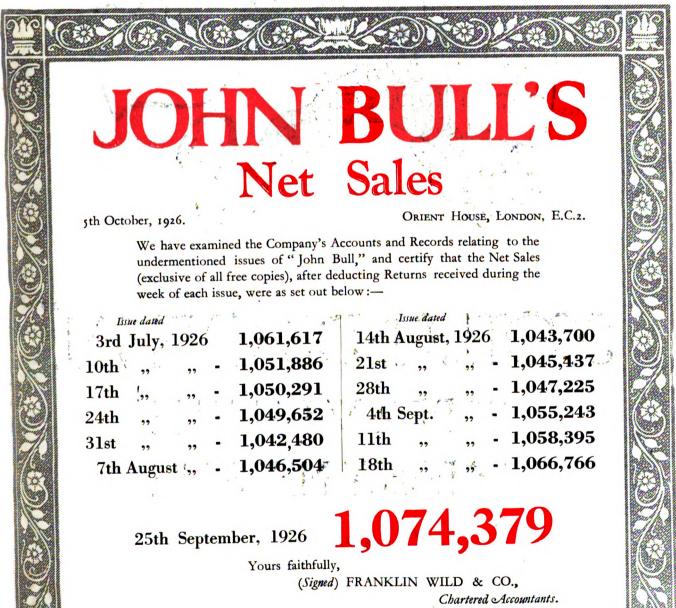
THAT Messrs. E. Brown and Son, Ltd., the makers of Meltonian Shoe Polish, are in want of a suitable word to describe a new sixpenny tube of Meltonian Cream they have put on the market, and are putting up £100 in prize money for suggestions.

THAT a new element has entered into the advertising sought for by the small select dainty type of ladies' wear shops in the suburbs and the provincial towns which is taking the form of mannequin parades, encouraged by the wholesale suppliers of ladies' dress who provide both wearers and wear—the latter on a sale or return system.

THAT arrangements are being made to recognise suitably the courtesy and consideration shown to newspaper men by Mr. E. J. Trash during his forty-three years with Messrs. Colman & Co.

Put Means in your campaign It sells in the home





Philip Emanuel Advertisement Director, ODHAMS PRESS LTD., Long Acre, W.C.2

# A BUSINESS WITH 100,000 CUSTOMERS EVERY DAY



# SCOTLANDS "CAPITAL" PAPER WITH THE LARGEST NET SALE



LONDON OFFICE: 3-5 SALISBURY SQUARE. 'Phone, City 9330

#### AUTUMN APPROPRIATIONS

OLDHAM
CHRONICLE

THE ONLY NET SALE PAPERS IN THAT AREA.

## The Advertiser's Weekly THE ORGAN OF BRITISH ADVERTISING

OLDHAM
CHRONICLE
EVENING & WEEKLY
ADVERTISE
IN INDUSTRIAL
OLDHAM.

Vol. 52

FRIDAY, OCTOBER 15, 1926

No. 697

## The Week in Advertising

Many Novel Features-New Ideas in a Large Crop-The Appeal to Men

HE past week's advertising has been of extraordinary interest. It is difficult to recall any other week in which so many uncommon forms of advertisement have appeared in the newspapers. Perhaps the most discussed, among advertising men at any rate, has been the humorous burlesque of a company prospectus for "The Mustard Club (1926), Ltd." It was a brilliant parody of the usual financial advertisement. but it was not used so widely as might have been expected with the launching of a campaign that appears to be intended to be of some size and duration. Public interest again has been held by the aggressive political-economic nature of the Auto Strop advertising in connection with the contract for Army This campaign is a clear pointer for future political advertising, and it has done a great deal, following on Sir Charles Higham's coal facts campaign, to show the politicians what effective use can be made of display advertising in bringing home arguments to the electorate. Cigarette advertising, again, has put forward a new line of appeal with the De Reszke campaign about the "ivory" cigarette tip, while the soap field has provided a sensational sales stimulant in the Palmolive offer of a Gillette razor free with a tube of shaving cream. Illustrated advertising, too, has had novelties to show this week, notably the remarkable photograph in a three-column space of a Russian ballet dancer at the exhausting work of rehearsal—Virol and milk being the antidote—and again a striking photograph of an Egyptian tablet as a background for details of the Cunard Mediterranean cruises.

Then, again, attention has been attracted by the novel presentation of sales statistics and the very effective information about life policies in the Drage full pages.

Here is something wholly new in instalment - purchase advertising. The blockmaker, too, has played his part in the making of advertising history this week. There has been noticeable in many directions an extension of the use of the mechanical tint in the blocks used for advertisements. Those who study process engraving have long been puzzled by the inertia

## THIS WEEK'S PAPER

Advertising Methods in India
—by C. R. C. Nixon

£250,000 a Year Campaign for Branded Fruit — by W. B. Geissinger

How consumption was increased 211 per cent.

How Display Service is Meeting the Manufacturer's Needs —by H. Ashford Down

Hoardings that Work Short Time
—by R. C. Hawkins

Personal v. Press Salesmanship—by Alec Nathan

An Antagonism that does not exist

#### And all Regular Features

Ad. News in Brief
Publication Notes and News
Good Ideas for Advertisers
Advertiser's Gazette
Current Advertising
We Hear, etc.

#### THE ADVERTISER'S WEEKLY

66, Shee Lane, London, E.C.4.

of the advertisers in the use of all the modern facilities offered by the engravers. The mechanical tint has suddenly been "discovered" by a number of them, and very good use of it has been made in some cases.

There are, we think, two outstanding points of interest in this crop of novelties. The first is, undoubtedly, the predominance of the appeal to men. The conviction has become deep-rooted in advertising and selling circles that it is the women who influence buying, and that it is to the women that the appeal must be addressed. And yet all the brightest efforts of this week are pre-eminently masculine in their interest. Even in these days of women directors and managing directors it is doubtful if a company prospectus has much interest for many women, and a travesty of one is probably meaningless to them. A fixed idea is a dangerous idea, because it soon ceases to be an idea and becomes a shibboleth.

Advertising which is a growing living thing cannot afford to stunt its growth with fixed ideas.

Thereafter follows, naturally, the second outstanding feature of the week, the virility and the originality of the advertising. There is at work, we believe, throughout the advertising profession at the present time a new creative spirit. It has been evident for some time past. Not merely is a new twist being given to old schemes, but definitely new ideas are emerging, methods, new construction, new decoration, and, above all, new copy. For a while the copywriter was overshadowed by the decorator and the typographer. The word was unimportant, but the type face was vital! The fad is passing, and it is fair to say that the reading advertisement in the columns to-day has a vigour, an attraction and a style that were not apparent a little while back.

## Advertising Methods in India

By C. R. C. Nixon, London Manager of the "Statesman," Calcutta

REMEMBER, a few years ago, meeting a well-known American advertising man in Calcutta who said to me: "This country to-day ranks next to the States as a place where generous publicity pays. In twenty years' time, maybe the States will have to play second fiddle!"

What the gentleman from the Land of Publicity meant was obvious to anyone who knows India. In an Eastern country where every tradition is bound up with pomp and colour, there is no chance for the timid adventurer, whether he is a soul-inspired publicist,

politician, or a pedlar.

In India you must forget the comparatively conservative atmosphere of English trading habits. America, of course, has long lived by "splashing"—and, no doubt, that is why her traders in the Indian market are so thoroughly satisfied. Why was it that the Bureau of Foreign and Domestic Commerce (United States Department of Commerce) caused a special circular to be sent to American export traders advising that "India as a market may present the most difficult problem, but the richest return of all the great undeveloped markets of the world"?

#### Educate India

I happen to know because I took the trouble to inquire. Let us face the facts. One is that the average American business man does not bother to go after business unless he has good reason to believe he will get a lucrative market.

India, of course, has to be educated. Her teeming millions are not all going to buy motor-cars or grand pianos or safety razors. But one in every half-dozen is a regular buyer of some article

which has to be imported.

I shall be told that the British trader has to overcome his own domestic difficulties: that bad trade at home, high taxation and labour troubles have shackled him unfairly, and, in tackling overseas markets, he has had to operate under a severe handicap. But, making all allowances, it may fairly be asked if the average British trader in the Indian market even now understands the psychology of a country which offers such wonderful possibilities.

such wonderful possibilities.

A few days ago, Lord Winterton (Under-Secretary of State for India) addressed the Sheffield Chamber of Commerce, and, in reminding this body that India was still Britain's best customer (she buys more British goods than does Canada and Australia combined) he said: "It cannot be sufficiently emphasised that the day is

gone by when all you have to do is to say, 'These are British goods, dump them in the country and expect them to sell.'"

This was a warning that present-day British selling methods in India are sadly behind the times. Is the reprimand justified? Lord Winterton has no axe to grind in India beyond the very solid one of helping British trade all he can. His was no chiding advice, bred of a regard for so-called flamboyant propaganda, but a sincere, honest desire to help all his fellow countrymen to sell their goods.

"British Goods Best"

A few days after Lord Winterton had spoken a little home truth at Sheffield, this is what I read in a leading London newspaper:—

"A call to manufacturers to cater more extensively for the needs of the Dominions in competition with America was made by Sir Sydney Skinner, J.P., yesterday. Sir Sydney, who is chairman of Messrs. John Barker, of Kensington, and has recently returned from America, said he found that British goods rank higher than any others in the New World. 'If we wish to develop Imperial trade to its fullest extent we must cater specially for overseas needs,' he added. 'Among the British goods for which a greater Empire demand could be created, are motor-cars, motor-cycles, wool, silk, and artificial silk, all forms of machinery, and clothing.'

The people who know do not bluff when they stoutly urge British traders to develop our Overseas markets. Friends of British traders realise that India wants vision on the part of our mercantile explorers. Properly organised, in a very few years India would most probably consume all the goods that Britain could ship to her—and then be able to accommodate supplies from the United States.

Exactly four months ago, I was trying to interest the managing director of a leading British motor firm in the Indian market. It was uphill work. He willingly allowed that India was ripe for transport development, and that motor vehicles would undoubtedly be the leading factor in the onward march. Then he thought he would be kind to me. "I'll tell you what I'll do," he said, "I'll get an agent in Calcutta to start selling my cars. My export man shall ship two dozen right away—and, yes, I'll spend £100 with you on publicity."

It hurt me to tell this gentleman that when a well-known American car manufacturer (not Ford) quite recently decided to tackle India, he spent a good many hundreds of pounds in the country before landing a car. Within a year he had got his money back and had established a promising market.

It is always a puzzle to Britons resident in India, Australia, South Africa and other parts of the world, why the British manufacturer does not go out more wholeheartedly for the trade that undoubtedly can be his if he will only open his eyes.

Lord Winterton, I am sure, was not giving a moment's thought to the value of newspaper publicity in India when he spoke so plainly at Sheffield. Yet he hit hard on the head the very

nail that nieded hitting.

India is a country where "Splash" counts. Her people are shrewd buyers. They want the best value for money—but they have to be told how to get it.

The cleverly drawn "ad." is an irresistible lure to a people who are more impressed by the written word. or drawing, than any Western race can ever be. The Indian reader of the European conducted Press of the country has a faith in what he sees in its columns which anyone not knowing the country will find exceedingly difficult to understand. many vernacular dailies and periodicals have their appeal, but as the vast bulk are run for political purposes, they are of little value to the man who wants a wide sale for his goods. The "big" British papers of India are easily paramount as selling media for goods—a fact proved by the knowledge that the dailies published in Calcutta, Bombay, Allahabad, Lahore and Madras, to mention no other places, carry more purely Indian (i.e. bazaar) advertising than all the purely vernacular papers together.

#### India's Choice

If your Indian merchant wants to sell his goods he buys space on a generous scale in the big British daily serving his area. The Indian merchant is no philanthropist. He just knows how to lay hands on buyers of goods.

If only for the reason that the average daily newspaper run by Britishers is above the bitterness created by the many religious prejudices, it is bound to have an appeal which no vernacular sheet can obtain.

Thus the European or American manufacturer interested in sales in India has one problem solved for him almost automatically. His choice of media for publicity is defined. A single copy of a British run daily newspaper in India passes from hand to hand in the bazaars, in the trains and through towns and villages where it is the practice for the educated to orate from its columns to an attentive and news-loving public.

The trader with the right article to sell and competent selling agents has only to buy his publicity to flash his message to the crowded millions in a market which—well, I have told you what friends of British industry and

the United States think of it.

#### a Year Campaign £250,000 Branded Fruit

How Consumption was Increased 211 per cent.—Objectives of a Big Co-operative Effort—Three Primary Media—Soda Fountains and Juice Extractors as Dealer Ads. By W. B. Geissinger (Advertising Manager of the California Fruit Growers' Exchange, Los Angeles)

ACH one of the 120 million people comprising the American market now consumes 60 oranges, 17 lemons and 5 grapefruit annually. Of this enormous supply California furnishes 60 per cent. of the oranges, 5 per cent. of the grapefruit and 75 to 85 per cent. of

In the words of the late G. Harold Powell: "Advertising to the consumer is fundamental in increasing the consumption of a rapidly increasing production of fruit. It increases the per capita consumption and develops new consumers. It widens the growers' markets and produces a consumer demand which helps the jobber and the retailer, who are primarily order takers, sell the fruit. It strengthens the relations between the grower, the trade and the consumer. It makes it possible for the jobber and retailer to sell quicker at lower margins per turnover, and to give the consumer a product uniformly distributed at a lower cost of distribution.'

And that in a few words explains the success of the "Sunkist" fruit campaign, carried on by the California Fruit Growers' Exchange.

National advertising can be made effective only when a volume of fruit is brought together under a trade mark in sufficiently large volume to

make uniform national distribution possible.

There are three main objectives in the "Sunkist" advertising plans:

(1) To increase the total consumption of oranges and lemons.

(2) To stimulate a consumer and trade preference for California oranges and lemons, particularly the "Sunkist" brand.

(3) To reduce the cost of distribution through promoting with the trade, better displays, more rapid turnover, reasonable margins and better mer-

chandising generally.
"Sunkist" advertising is not primarily competitive. Its big purpose

is to increase the total demand for oranges and lemons, whatever their source or grade. Only in this way can demand be kept ahead of supply. However, years of consistently honest grading, square dealing, quantity distribution and truthful national advertising has established the "Sunkist"

brand pre-eminent with the public and gives it a decided preference in the

The objectives of our present "Sunkist" campaign, which now incurs annually an investment of approximately a million dollars, are the same as those of our first campaign in 1907, when the per capita consumption of oranges was 20 as contrasted with 60 to-day, and the initial investment was \$6,000.

We appeal to the people's appetite; we set forth fruit's healthful qualities; we publish recipes and uses; all with the thought of telling to the masses what may be now known only to a

The market price of any commodity is determined by the relation of demand to available supply, and in the case of a perishable fruit crop, even a small surplus is materially reflected in the market price. Systematic distribution is to some extent a corrective, but, in the final analysis, values depend upon a consistent consumer demand sufficient to absorb the total available supply at satisfactory prices.

The question of putting our sales messages before the people brings us to a consideration of the media used in effectively selling citrus fruits.

Although the California Fruit







This advertising costs less than one cent a year per consumer, even when the merchandising charges are added to the cost of stace

Growers' Exchange to-day ranks among the country's largest advertisers, its "Sunkist" advertising costs only 7 cents a box on lemons and 4½ cents a box on oranges, or about one-fourth to two-fifths of a cent a dozen. Stated in another way, the Exchange to-day spends less than 1 cent a year per consumer to advertise and merchandise its products.

In reaching the public, "Sunkist" uses three primary media: Magazines, newspapers and posters and car cards. Magazines are used because they reach the upper strata of buying power, because they have a longer life and because colour is available and colour and appetite appeal are synonymous in the "Sunkist" campaign. This year a magazine list representing a total circulation of 89,000,000 features "Sunkist" fruits. Additional copy carrying the lemon message is running in small town magazines and farm papers.

#### On Dietary

A leading medical journal will carry six insertions dealing with food and health facts about oranges and lemons, with emphasis on the vitamine content of these fruits and their alkaline reaction in the body. Another feature of the 1925-26 campaign has been the schedule run in four educational and dietetic journals offering our domestic science and dietetic bulletins. This has brought a very wide response for the educational numbers which this organisation now offers to teachers. Material has also been placed with nurses' training classes, hospitals, health centre workers, etc., through these media and through circularisation of lists by letter.

Newspapers are used because they are read by more people, have an intensive circulation in spite of their shorter life and because of the important "buy now" appeal which they bring to the consumer in the particular market in which the advertising is running and the fruit is available.

#### 566,000,000 Circulation

The newspaper campaign on oranges and lemons is also far-reaching. It is on a more extensive basis this season than in any previous year and covers a total circulation of 566,000,000. Two orange campaigns—a Christmas campaign and a spring and summer campaign—have been included in this, as well as a hot lemonade and an educational campaign on lemon uses.

Posters and car cards are employed because they serve as a link between the newspaper and magazine advertising campaigns. As a tie-up with the magazine and newspaper campaign, poster advertising is being used in elevated and subway stations of four of the country's largest cities, while a 24-sheet poster design will be shown on the boards of more than 200 cities and towns.

The budget is divided into three main groups: consumer advertising, for which 70 per cent. is allotted; trade work, including sales promotion, for which 25 per cent. has been reserved; and administration, taking 5 per cent. Direct mail is also used as part of the trade work with letters sent to a list of 70.000 fruit dealers and a list of 19,000 owners of the "Sunkist" extractor.

The latter is the electric juice-extracting machine distributed by the Exchange as a means of building up the consumption of oranges and lemons at the soda fountain, in the hotel and restaurant, etc. There are 32,000 of these machines now in use. They are responsible for a consumption of 3,500 cars of oranges and lemons during the past season, and indications are that this figure may be increased to 4,000 cars this season.

Displays are offered to the fresh

fruit dealer and the extractor owner, both through letters and through personal contact made by dealer service men and extractor salesmen. The man who sells oranges and lemons is kept up to the minute with information on crop production, crop movements, sales ideas, advertising plans of the growers, etc.

The story of the nineteen years since the test "Sunkist" campaign in 1907 shows an increase of 211 per cent. in the total orange and grape-fruit supply of this country, an increase that has been absorbed without a corresponding decrease in price levels to the producer. Consumption of lemons has likewise kept pace with the large increase in production. Advertising is given most of the credit for the steadily growing per capita lemon consumption, and the story of the many new uses that have been popularised is an interesting one.

#### HOW DISPLAY SERVICE HELPS—(cont. from the opposite page)

of employing trained window-dressers to carry out continuous displays.

As another example of how the display service is helping the manufacturer we might mention the service of organising manufacturers' displays at trade exhibitions.

The manufacturer is, generally speaking, without a staff who are capable of planning specialised displays of his products. The trade exhibition is looked forward to with great expectation with a view to creating trade, and the exhibit is often organised at considerable expense; but one of the things that matter is a specialised appeal calculated to interest the prospective buyer is often left in the hands of a staff skilled in the technique of production, but having a glimmer of an idea of how to sell through the agency of the exhibition display.

The display service meets a very ready need by taking over the responsibility of organising a display scheme. This necessitates very close co-operation between architect, stand contractor and exhibitor, but the pitfalls and problems of exhibition displays can be avoided and made a real success through the agency of a service which understands by experience the routine of exhibition work.

#### Art for Sales' Sake

In conclusion, we would emphasise the assistance which the display service can render the manufacturer through the agency of its studio workshops.

The window display man is essentially a business artist: "Art for Art's sake" has no place in his curriculum, his schemes must be tempered by business judgment, and designed with one express purpose, that of conveying a message to the shopping public. This experience therefore must be brought to bear in the production of studio display schemes, and

it is in this way that the all-round display service can assist the manufacturer. The whole aim and purpose of a specialised publicity display is to eliminate the possibility of negative influence.

A display to have a forceful appeal must be organised by experienced display artists who have themselves handled goods in shop windows and understand the medium—the goods—the pigments, as it were, with which the idea is presented to the shopping public. The psychology of this shopping public must be understood in quite the same way that an advertising manager or a theatre manager understands his public.

The window display service forms a much needed link in the scheme of distribution, and the foregoing may be of interest to readers as evidence of the concrete way in which the display service is actually helping the manufacturer to solve one phase of his publicity problems.

#### ADVERTISING REGENT STREET

THE long-expected advertising campaign for Regent Street has started. The first advertisements have synchronised with the completion of the alterations to the Regent Street shops, and all the devices that the window dresser has at his command have been used in the decoration of the new display spaces.

The leading firms in Regent Street have

The leading firms in Regent Street have formed an organisation to tell the many people who have been driven away by the building processes that they can now walk down the street in comfort. The Regent Street Association hopes to make the new-born Regent Street "The first street in Europe," "London's Most Majestic Street," and "A garden full of flowers but without weeds."

The first advertisements commy eleven

The first advertisements occupy eleven inches across three, and the copy is headed "Quality Street." The slogan at the bottom reads "The First Street of Europe."

## How the Display Service is Meeting the Manufacturers' Needs

By H. Ashford Down (Director, Display Craft, Ltd.)

HE powerful advertising value of the retailer's shop window as an agency in selling branded goods is to-day a subject which many alert manufacturers are considering.

In days gone by the manufacturer was far too busy grappling with the problems of supply and demand to need to consider creative measures for winning more trade; but to-day "business building" for the future, demands the full resources of an advertising campaign, and shop window advertising occupies an important place in the plan of campaign.

Manufacturers' methods vary in accordance with the type of product to be displayed; some manufacturers keep a staff of trained display men who travel about the country and instal special displays in retailers' windows; others employ the services of organisations who have their window-dressers stationed in given areas; these firms usually contract with a number of

manufacturers to instal their goods.

Another plan which has been followed with considerable success is that of providing "display sets." These represent attractively designed units, prepared expressly to advertise the particular product to be displayed. These display sets are usually made in beaver board, "SX" board or ply-These materials have a good surface for painting, withstand a considerable amount of wear and tear, and are sufficiently adaptable to make for simplicity in packing.

Experience has enabled the display

service to handle the question of packing with an amount of ingenuity which makes for general service efficiency, and it has been found that the schemes shown in our illustrations can be redisplayed many times, thus making it possible for one retailer to forward to another at the conclusion of his display.

The display service may be looked upon as a specialised branch of the advertising community; it is concerned solely with that of shop window-dressing and the setting out of manufacturers' exhibits at trade



A scheme in keeping with the high grade advertising of Pesco products



manufacturer's display set designed to link up with the advertising of a branded article, collapsible and easy to transport

exhibitions. The complete display service aims at :-

- (a) Window-dressing as a display service:
- (b) Execution of manufacturers' exhibition schemes;
- (c) Production of window-dressing schemes in its studio workshops.

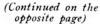
In producing and carrying out window publicity schemes it is necessary, in order to maintain the right outlook, to study the manufacturer's products, and at the same time give the retailer what he needs as regards a display scheme; for it must be remembered that the retailer is actually lending his valuable show space for the manufacturer's display, although experience has proved that he will very readily do this providing the display is

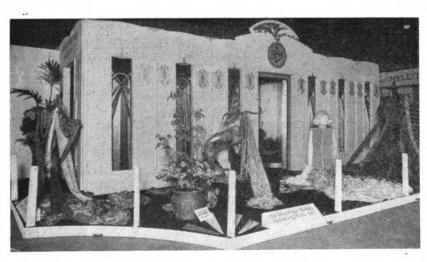
a good one. Then, again, the display service needs to co-operate very closely with the advertising service responsible for the manufacturer's general publicity requirements; at times, in fact, necessity demands that the advertising service actually prepares the window publicity scheme and sub-contracts to the display service to execute.

In the writer's opinion the display service can render the manufacturer the best service by designing a type of display best suited to the type of product to be displayed. Preliminary arrangements can be made to set up Preliminary one of these displays in a model window as an example to the retailer in setting out the display. This can then be reproduced in photographic form and forwarded to the retailer together with simple

instructions as to how the display should be executed.

Experience has proved that while it is well to set before the retailer a suggestion as to how a display may be arranged, it is bad policy to dictate conditions which must be observed or carried out. As a rule the retailer prefers to leave the actual dressing of a window to the creative ability of his own display man; a manufacturer need not, therefore, incur the expense





An exhibit prepared by Display Craft, Ltd., for the Bradford Dyers' Association at the First Exhibition of Artificial Silk Goods, organised by the "Drapers' Organiser." The exhibit serves as an imposing example of the display man's art as applied to trade exhibitions

## Hoardings that Work Short Time

By R. C. Hawkins (British Electrical Development Association)

If a man were to open a number of shops in some of the best thorough-fares in the country, but did not provide any means of artificial illumination he would undoubtedly miss a considerable number of possible purchasers. Numerous people would pass his shop after dusk, his wares would still be there, but the people would be unaware of them, and yet this is precisely the state of affairs to-day with respect to more than 90 per cent. of poster hoardings in this country.

During the hours of daylight the posters are telling their story to passers-by, but after dusk they are almost inoperative. It means that practically the whole publicity value of the advertisement is lost during the evening hours. Now this is the time of day during which the poster could make a great appeal, when the minds of the public are very receptive. It is on the evening journey home, and after dinner when on the way to the cinema that the mind is free.

#### Brighter Hoardings

Surely, therefore, it would seem that something is wrong if over 90 per cent. of the posters in the country cannot be seen at this most important period of the day? In America advertising people have realised this, and the practice of electrically lighting hoardings is almost universal over there. They are going even one step further than that, for in many cases the artist selects his colours and designs his picture so that it will appear at its best when illuminated electrically.

In order to obtain satisfactory results when lighting a hoarding one or two important matters must be taken into consideration. Firstly, there must be enough light to make the poster stand out from its surroundings. The brightness required will depend, of course, entirely on the location.

In a district where the surroundings are moderately dark, one should employ one 100-watt lamp per 16-sheet poster. In brightly lighted districts one 200-watt lamp should be used for the same sized

sheet. A second requirement is that the poster should be illuminated evenly over its entire surface. It is equally important that care be taken to ensure that there is no reflected glare, that is to say, light reflected from the poster into the eye of the observer.

With regard to cost, take the case of a 48-sheet poster requiring three reflectors. The initial cost of the installation will depend on the location of the hoarding, its distance from the electrical supply, etc., but I think a figure of £20, including lamps, reflectors, switches, cable, and all accessories, would be quite a reasonable average to assume. This would include also an allowance for interest and depreciation.

#### 6d. per Week!

The running cost fortunately is very much more easy to determine. Let us assume we are going to employ three 200-watt lamps. The total energy consumption allowing 1,500 hours burning will be 900 units per annum. The cost of current varies, but, for this class of work 3d. per unit is quite a reasonable amount. On this basis the total energy cost per annum is £11 5s., and the average cost per week will be 4s. 4d. Now, if we have a 16-sheet poster instead of a 48-sheet, the average costs would be only one-third of these, that is 1s. 5d. per week at 3d. per unit, and only 6d. per week at 1d. per unit.

At the Harrogate Convention last year, Mr. Cyril Sheldon stated in his paper, "Posters and the Public," that the average cost of displaying a 16-sheet poster is about 1s. 8d. per week, this figure not including the initial outlay for the design, etc., so it will be seen that with electricity at 1d. per unit the cost of lighting a 16-sheet poster in a district of high circulation, that is to say, the cost of extending its working life for 1,500 hours per year, is only 30 per cent. of the cost of displaying it.

displaying it.

Up to the present we have been discussing only illumination of posters, but there are many other forms which

electrical advertising can take. The first of these is motion, and this never fails to attract attention. Another is brightness. The eye instinctively turns to the brightest object in view. Again, size is very important, and with electrical methods of advertising there is practically no limit to the possible dimensions of the display. Another feature of this form of publicity is the possibility of erecting two or more displays on one site, and in view of the enormous sums of money expended on rent in some locations, this is worthy of consideration.

#### Building Display

The second chief class of electrical advertising is known as Building Display, and is used to focus attention to some particular structure. One way in which this can be accomplished is by outlining the main architectural features of the building with exposed lamps, and another is to incorporate an enclosed lamp sign in the facia. A still further method is to floodlight the building. In many cases one sees all these methods combined in one display.

#### Novel Advertising

A novel and original form of advertising has been running through the columns of the daily papers recently under the heading of "To-day's Anniversary." Nine papers have been chosen, which are intended to cover every class of reader in every part of the country, and the advertisement runs consecutively in these uine in the form of a news paragraph, which certainly is interesting reading, and forms a permanent feature. "To-day's Anniversary" is that of any outstanding event—a new process, Royal visit, new control, anything at any time—which made for development and greater service.

The originators and organisers of this enterprise have made specific provision for orders to come through advertising agents, by means of a specially printed order form.



CHARLES F. HIGHAM LTD., IMPERIAL HOUSE, KINGSWAY, LONDON W.C.2.



The year 1927 will be a critical one for British Manufacturers. There now is a decided opinion that the balance of power in international trade is swinging and that the time is rapidly approaching when it will move in favour of countries producing quality goods. To prepare to meet these changed conditions British manufacturers must and will follow the sound policies of those adventurous commercial men who built the Empire. Keen attention to Selling and to Advertising is no longer a huxury, but an absolute necessity. The planning of Advertising schemes in detail needs time in preparation to ensure efficiency. Selling eampaigns for the year 1927 should be considered now. That you immediately discuss your policy for 1927 is the suggestion of

1927

5AWARD BAKER & CO. LTD. 27 CHANCERY LANE, LONDON. W.C.2

Telephone Holborn 5528 (3LINES)

Telegrams SABAZIA HOLB LONDON

H.BURY

## Personal v. Press Salesmanship

An Antagonism that does not Exist-Characteristics of the Valuable Salesman By Alex Nathan (Director, J. Nathan & Co., Ltd.)

\_\_\_\_\_

AM to write about Personal v. Press Salesmanship—a wide subject, each side of which has its proponents and

opponents.

Each form of salesmanship has its particular advantages. For instance, the salesman comes into personal touch with his customer; he has a solus position; he can frame his approach, his attack and the finish of the sale to fit each man and his condition.

Such a close fit of circumstances and conditions is not possible in Press advertising. One has to sell in the mass; the approach, the attack and the finish must necessarily be more impersonal.

#### Establishing Prestige

Certain articles must be sold by personal salesmanship. For instance, a bridge or a railway engine—but even here Press advertising can play its part. It can establish in the mind of the buyer the prestige, the resources, and the reputation of the manufacturer. It can create a favourable impression that the firm or company is able to deliver the high-grade quality goods, so that the way is paved for the salesman.

Selling such articles the salesman must personally know each individual buyer, but the advertising man selling a cigarette or a soap to the million cannot personally know every person to whom he wishes to

sell his goods.

The salesman should make it his business not only to know the man he is selling, but enough of his business to know how and why the particular article will suit him, his shop, his neighbourhood and his customers; he should study his customer.

Let me give you an instance which recently came under my notice. A young man came out of the Army; his father said to him, "You can do what you like—go to the 'Varsity or a trip round the world or join the business." He said, "I would like to join the business things would like to join the business, things seem very flat, the mills are working only quarter time, I should like to see what I can do.

#### What Consumers Wanted

This man travelled to America with samples, brains, personality and salesmanship. He returned with sufficient orders to get the mills working half time. But he had also learnt what his customers wanted. He had samples made up of materials to suit them, made another journey, and since then those mills have

been working 24 hours a day,

In my opinion, the worst form of sales-manship is the American "stand and deliver" type—overselling and overloading is not sound. A salesman should help the buyer to buy, not cause him to overbuy. When a shopkceper overbuys it may be his fault, but he blames the salesman and the house behind him. Overselling produces ill will, which is positively and actively hurtful. man who builds up a connection, goodwill and prestige is a salesman; the order taker is expensively and usually incompletely and inadequately doing what the wholesaler does more completely, more effectively and economically than he can do it.

#### A REMINDER

The annual general meetings of the Council and of the members of the Advertising Association take place to-day (Friday) at the Hotel Cecil, London, W.C.

Council Meeting at 11 a.m. General Meeting at 3 p.m.

The salesman should never be without a loose-leaf pocket book-he will give a page to each man he calls upon—this page will record in tabloid form the life history of this man, age, single, married—his hobbies and family conditions, especially matters about his stock, and if he is overstocked with any particular article. That book properly used could well be called, "The Book of Golden Opportunities."

Unfortunately many men who call themselves salesmen only represent themselves and misrepresent their house, for either their mental vision is narrow or their guidance from headquarters is as

narrow as their own vision.

To one who has to direct the sales policy, it is invaluable to have early and correct information of what one's competitors are doing, why, when and how they are doing it. A salesman who has the confidence and good will of the trader of his territory is both the most reliable as he is the most fruitful source of this information. Change of prices or terms, introduction of a new line or a similar article to one that has an established trade, change of a competitor's policy any and all these things may and probably will affect one's own policy. It is the salesman with a connection, who is out in the firing line, who should be able to give early intimation of any such changes.

The Right Type

I have just used the expression "the right type of salesman," I refer to no superman, but to the man who realises the best you can do for him and to him is to give to him the opportunity to make good. When you find such a man he is well worth helping—he will not be one of those brilliant flashy sort—he will not be a great talker but a good listener—a sober serious sort of chap who has a sense of humour, who knows the path to success is strewn with failures.

When you have this man treat him fair and square; help, educate and lead him do not push, hector, bully or drive him.

With all these advantages, personal salesmanship has one vital drawback,

however well controlled, directed, its effect must be limited by the physical activity of the individual. To create a mass favourable impression or a vogue of fashion by personal salesmanship, with its physical limitations, is impossible as a commercial proposition.

One can sell a typewriter, a dictaphone,

a set of books by personal salesmanship, because one must have a selective list of prospects, but even in these cases it has been found Press advertising is the most economic method of finding out the

prospects.

But who can imagine anyone trying to get distribution and sales for a household article, such as a soap or a food, with salesmen unsupported by Press adver-tising? Under the existing competitive system it cannot be done; the salesman by clever salesmanship may cause the article to be placed on the shelves of some shopkeepers, but without the aid of advertising it remains there.

Advertising by causing the merits, use and value of the article to become known to millions, when successfully done, causes many thousands of sales to take place every day in thousands of shops. A large proportion of these sales, if the article lives up to the advertising, brings its own repeats and introduces new users or consumers to the article. As the advertisements appear, and as they are repeated in the papers, so, too, is there a repetition of your sales talk being read or seen by millions of readers, creating a favourable mass impression for the article adver-

#### Value of Advertising

The fact that a manufacturer advertises is evidence to the public that this manufacturer has sufficient faith and confidence in the mcrits of his article to be willing to risk his money to make these merits known, and this impression is undoubtedly a valuable factor to be credited to advertising.

The fact that he advertises gives to the salesman assurance and confidence both in himself and the goods and is another

credit to advertising.

The fact that the advertising works for the salesman whilst he is elsewhere, enlightening the shopkeeper and under-mining his buying resistance, is another credit to advertising.

Quite frequently both the simplest and most effective way is for the salesman to talk and sell the advertising to the shopkeeper rather than talk about the product

itself.

To get the best result of this power of suggestion from Press advertising, the ground should be thoroughly prepared beforehand, both by personal salesman-ship and propaganda. If this is done then Press advertising is probably the most effective, as it is the most economic method of salesmanship that can be used.

Whilst it is difficult to obtain reliable and accurate data how this law functions, I know a case where each 20s. of expenditure in Press advertising produced £6 of sales, while without that preparation of personal salesmanship and other propaganda the Press advertising of another article produced only 25s. of sales.



### News

"Daily Express" in the Midlands-British Goods for Holland-New Appointments and New Addresses

Mr. W. R. Maxwell Foster has resigned his post as Director of the Brockhurst Studios, and is starting on his own together with the services of Mr. Geoffrey

New London Representative

Mr. O. Vaughan-Jones (late of the Daily Express advertising staff) has taken over the representation of the Yorkshire Evening Argus and the Textile Argus. The Yorkshire Evening Argus publications have removed to more commodious premises at Barclay's Bank Chambers, 80, Fleet Street, London, E.C. 4. 'Phone: Central 6903.

New Appointments

Wills, Ltd., advertising agents, have appointed Mr. A. H. Cooke and Mr. H. A. Flay joint managing directors of that company. Both are members of long standing with the firm.

New Indian Appointment

Mr. A. E. Brennan, has been appointed General Manager of the *Pioneer* and *Civil and Military Gazette*, Ltd., of India. Mr. Brennan, who was formerly Works Manager of the Amalgamated Press, Ltd., sails in November, and will take up his new duties almost immediately on arrival at Allahabad. Mr. Brennan's father was for some time Chaplain at Allahabad, and later at Indore. Mr. Brennan is a keen sportsman and, as one of the Harlequins, was a well-inown Rugby player.

**Bound South** 

Mr. C. S. Sowerby, who has been Assistant Manager for Messrs. W. H. Jackson and Co., Billposters and Advertising Contractors of Grimsby, for a long period, has sailed for Australia in search of better health than he has experienced recently. Mr. Sowerby commenced work, as a boy, with this firm and except for the period of the war when he served with the Tank Corps, remained with them ever since. The staff presented him with an engraved wrist watch.

Competition to Advertise Advertising

The American Newspaper Publishers Association is inviting all persons who think they can write good advertisements, setting forth the advantages of national newspaper advertising, to take part in a competition. All advertisements sub-mitted must deal with the value of news paper advertising to the national advertiser. No advertisement is to exceed 200 words in length. The contest opened on September 20 and closes November 30. A circular giving full details can be obtained from 270, Maddison Avenue, New York.

New Plant in New Premises

The Rembrandt Intaglio Printing Co., Ltd., have installed additional plant and have opened works at 230, Knight's Hill, West Norwood.

Expanding

The Thorpe Richardson Advertising Service, Peel Buildings, Kirkgate, Bradford, have taken more commodious offices at Godwin Chambers, Godwin Street, Bradford. Mr. N.\* Thorpe Richardson, principal, recently relinquished the post of Honorary Secretary to the Bradford Publicity Club on account of pressure of work.

Changes in Manchester Hazell & Company (Publicity), Ltd. have removed their offices from 25, Cross Street to 43, Blackfriars Street, Manchester, owing to demolition of premises. Mr. John Whiley is now representing Hazell & Company (Publicity), Ltd., in the Manchester and South-East Lanca-

New Road Signs

The Motor sts Arrival Ad.-Signs are erecting neatly designed road signs all over the country, with a view to standardising hotel and garage advertising in a picturesque form which harmonises with the surrounding scenery.

\_\_\_\_\_ TALKED OF THIS WEEK



THE OFFICERS OF THE MUSTARD CLUB:
Back Row (Left to Right): Lord Bacon, The Rashers,
Cookham; Master Mustard, Eaton, Bucks: Signor
Spaghetti, Parmesan Place, Stoke Dogos.
Front Row (Left to Right): Miss Di Gester, Cordon
Jaune (Secretary), 108, Cannon Street, E.C.4; The
Baron de Beef (President), Porterhouse College,
Cambridge; Lady Hearty, Tournedos Street, Mayfair.

JOIN THE MUSTARD CLUB!

The 'follow-up' of the Mustard Club 'prospectus," which caused much amusement and comment everywhere

Safety First

A clever new panel, facing the end seats in the Underground coaches has just appeared, which says :-

Do not jump from a moving train unless you want to take your Bovril at the hospital.

Making Light of Trouble Messrs. Kent, Mitchell, Ltd., were able to use their illuminated Multiposter Machines at the Olympia Motor-Cycle and Cycle Show. Forty-eight hours before the show opened they ascertained definitely that electric current from the main would not be available for the purpose, so they installed heavy plant inside the machine structure and generated their own electricity.

Change of Address

The Press Etching Co.'s head offices and works have been removed to 268-270, South Lambeth Road, London, S.W.8 into much more spacious and better-lighted premises. The City office address is 3, Wine Office Court, Fleet Street, E.C.4.

In the Dutch Market

Messrs. W. C. Thorn, Ltd., have instructions to place on the Dutch market advertising for Kruschen Salts-whole pages and large spaces are being booked in the principal Dutch newspapers and periodicals. They are also conducting investigations in the Dutch market on behalf of several nationally advertised commodities which will very shortly be introduced into Holland.

Newspaper Enterprise

In connection with the Grocers' Exhibition at Swansea, the greatest of its kind held outside London, the South Wales News published attractive composite pages on October 7 and 12.

London News for the Midlands

A new enterprise has been launched by the Daily Express in the form of a Midland Edition. The Editorial department is already in full swing at Birmingham. For the present the Midland Edition is being printed in London. A large and new auxiliary plant has been established on the south side of the Thames, the St. Bride Street plant being already occupied to its full capacity. A double sextuple printing press with a nightly capacity of 320,000 copies has been installed and another similar machine of the same capacity is in process of erection. The new plant produces a section of the ordinary Daily Express supplies, leaving the St. Bride Street machines clear to print the Midland Edition.

It will be obvious to Midland readers of the many advantages they receive from

this new edition.

Besides containing the many features of the London edition, it contains all the outstanding Birmingham and Midland

It short, it is a London newspaper in the Midlands.



At the Hub of Industrial Wealth aily Dispatch VENING CHRONICLE



## The Observer

THE OLDEST AND GREATEST SUNDAY JOURNAL

THEOBSER VER originated the modern type of first-class Sunday Journal—half a review, equal in excellence to the best sixpenny weeklies, half a newspaper, with a home and foreign service equal to the great dailies. It has correspondents and contributors in every part of the Globe.

THE OBSERVER'S editorial page has often been described as the most famous in the World. Mr. J. L. GARVIN'S article and the weekly commentary, "The World, Week by Week," give the fullest survey of events at home and abroad.

THE OBSERVER ranges with the same fulness of comment and runs through all affairs of life from finance to sport.

1791 1926

s. d.

### Empire Board Appoint Service Agency

THE WEEKLY understands that the advertising of the Empire Marketing Board starts next week.

The Board have appointed a service agency to work for them on Service Agency terms.

Contracts are now being placed, with national and provincial dailies and with many weekly and class papers.

The total amount voted by Parliament for the scheme this financial year is £500,000, but only a proportion of this is appropriated for the advertising campaign.

The contracts which are now being placed will, we understand, run until March next—the end of the financial year. A further £1,000,000 will be asked for from Parliament next year for the work of the Board.

The Empire Marketing Board will hold a one-day exhibition on November 2, in No. 3 Gallery, Burlington House (by permission of the President and Council of the Royal Academy) of posters that have been specially prepared for the forthcoming National Publicity Campaign. It is hoped that all the Dominion Prime Ministers and their staffs will be able to attend the exhibition in order that they may see how their products will be brought before Great Britain, when the poster campaign opens on January 1.

There is to be a series of pictures by well-known artists depicting the work of the inhabitants of the Empire in five continents.

The subjects of the posters are briefly as follows:—Australia's apples, New Zealand's dairy farms, Canada's crops, South Africa's oranges, and India's rice. These posters will be displayed throughout London and the Provinces, and in some places explanatory letterpress will accompany them.

The posters are not alone in the campaign, for advertising is also to be carried out by means of newspapers, cinema films, broadcast lectures, and other ingenious methods.

### £30,000 Mark Passed

Fleet Street Week for Bart's Big Total—Success all along the Line

A S we go to press, we learn that the subscriptions, donations and collections for Bart.'s big week have just exceeded £30,000.

The week opened in spectacular fashion on Saturday last, with the carnival procession which started from Victoria Embankment and made a tour of the City accompanied by the festive music of several bands. This was a forerunner of the great week which was to follow, when London would be asked to answer the appeal of the Empire's Mother Hospital. Sir Alan Cobham's 'plane was one of many outstanding features of the procession.

Every day of the week contained some special event in connection with the great appeal and all classes of the community joined forces to ensure the success of the week.

A Broadcast appeal, auction sales, bazaars, concerts and a flag day are but some of the schemes organised to enhance the collection.

London has made a wonderful response to a great appeal. On Tuesday evening, an Empire Concert took place at Kingsway Hall, when many well-known artistes contributed to the excellent programme.

The following is a list of contributions of £100 and over, received up to Wednesday morning:—

		~	0.	u.	
		5,000	0	0	
		2,000	0	0	
(for	Allied				
		1,050	0	0	
	 (for	(for Allied	2,000 (for Allied	5,000 0 2,000 0	2,000 0 0 (for Allied

#### BARTS' WEEK cont.

Daily Mail			1,000	0	0
Evening News			1,000	0	0
Weekly Dispatch			1,000	0	0
Sunday Pictorial			1,000	0	0
Amalgamated Pr	ess		525	0	0
Sunday Herald			500	0	0
Daily Sketch			500	0	0
F. A. Szarvasy, 1	Esq., ch	air-			
man, British F	oreign,	and			
Colonial Corpor	ration, l	Ltd.	500	0	0
Wm. Harrison	(Inve	resk			
Paper Mills)			262	10	0
Harrison Fielder	and C	0	262	10	0
Edward Lloyd, L	td.		105	0	0
A. E. Reed and (			105	0	0
Sir J. Ellerman			105	0	0
Sir Keith Price			105	0	0
Imperial Paper M	lills		105	0	0
Erikson and Co.,			105	0	0
Sir Ed. Iliffe (Ilif	fe & So	ns)	100	0	0
Viscount Burnham			100	0	0
Lord Marshall			100	0	0
Many other go received.	enerous	gifts	have	be	en

#### How Tubes are Built

An illustrated brochure dealing with the lay-out and construction of a Tube Railway has been issued from the Underground offices. Never before has the story been told of how such railways are planned, and how the path of the line is first surveyed on the surface, and the measurements subsequently carried below ground by way of vertical shafts; thus enabling the Engineers to strike through the clay from point to point with unerring accuracy. As a series, the photographs in the brochure are unique.

#### Nursery Rhyme Ads.

A clever scheme was used by the Northern Echo last week, to build a composite page. Line drawings illustrating nursery rhymes and proverbs were printed to be coloured for prizes by children, and each rhyme was accompanied by an appropriate local advertisement. "The Cat and the Fiddle" was a music shop announcement; "Three Wise Men of Gotham," a savings bank appeal; "Mary Quite Contrary," a florist's—and so on. The result was an unusually interesting page for the reader.

## W \$ CRAWFORD LID « ADVERTISING » 233 HIGH HOLBORN LONDON



## Daily Mirror

THE PAPER, THE PAGES AND THE SPECIAL POSITIONS

G. A. GODLEY, Advertisement Manager, Bouverie Street, E.C.4.

## A Set of Follow-Ups . . . and Then?

By Jack Bride

HAVE repeatedly noticed that firms engaged in a large mailorder business make the mistake of not substituting personal and individual contact to routine follow-up as soon as a reply has materialised.

A set of form letters with a subsidiary set of follow-ups for prospects who have expressed their interest is not sufficient, and all too often circularisation campaigns fall short, because the routine of the advertiser has not made it a rule that "every reply received will be handled, not as part of a follow-up, but as an original inquiry—namely, individually."

In one of the "direct-mail" talks

In one of the "direct-mail" talks which appear in *Vendre*, my friend Marcel Nancey writes of a typical personal touch, which secured a success.

An advertiser circularised a number of firms. Among them was an important company from whom he was anxious to obtain a hearing.

#### Seeking Reasons Why

After a first message containing documents, a follow-up was sent out to those who had not replied; the follow-up asked for at least an opinion on the documents sent previously.

The company already mentioned sent in the far from cheerful note, which I am translating as closely as possible, even if some of its "temper" is lost.

"Sir,—We have received yours dated 23rd inst. As you insist on knowing our opinion, we must say that you poison our life with your circulars. We have no time to reply to them.

"Yours faithfully."

I wonder how the card of such a prospect would be marked in the overwhelming majority of cases. I presume that an N.B.G. inscription would have been the minimum penalty in 99 cases out of a hundred,

#### Oversight and Crime

The hundredth would perhaps be an oversight of the mail-order clerk, resulting in a new follow-up to go out, and the story might well become one better fitted for the crime columns of a sensational daily.

Our French advertiser was shown that letter as he was every other letter received. He replied personally to it, as it was a rule that no follow-ups should be used when a reply materialised and that "no" was not to be taken as an answer.

In this case the letter ran:

"DEAR SIRS,—Mr. X thanks you for the frank expression of your candid opinion and takes the liberty of sending you enclosed—an antidote to the poison."

The antidote was simply a note with a carbon copy of a testimonial:—

"—further let me thank you for your perseverance. If you had not been so obstinate I should never have tried your machine and no business could have resulted although, as I said before, I can only express my pleasure to have contracted . . . . "

This testimonial was contained in a little bag-envelope coloured like the labels on medicine bottles bearing the inscription: "Antidote, for external use only."

The reply came twenty-four hours later: -

"The 24th ult. I wrote to you that you poison my life with your advertising. Your reply has tempted me to read some of it, and as you so kindly send me an antidote, I am not so sure that we will not do business together. Once again you may have done well to be tenacious. The details of my requirements are as follows . . ."

The "poisoned" prospect became I am told, a real "live" account, and I shall not spoil this little twentieth century fable by any comment.

### New Co-operators' Campaign

THE co-operative movement which, for eighty years, developed without conspicuous advertising beyond tea and concert meetings, is now becoming a big advertiser. There are twelve hundred local retail distributive societies. Many are regular advertisers in the districts where they operate—newspapers, hoardings, cinemas and other media being employed in publicity. Then, too, the Scottish Co-operative Wholesale Society and the larger Co-operative Wholesale Society in England are rapidly extending their advertising activities. Each has a staff of lecturers with tableaux mounted on motor lorries that are travelling from town to town familiarising the public with co-operative goods. Latterly hoarding and newspaper campaigns for increasing the sales of C.W.S. soap, chocolate and textiles have been prominent.

So thoroughly is the co-operative movement committed to advertising as a means of getting more members and adding to the business, that societies are now establishing publicity departments. Already these are at work in Blackburn, Ipswich, Woolwich, London, Manchester and a few other towns. In some cases they are directed by men who have had experience of publicity work; but the tendency frequently is to appoint someone of known co-operative views who has been identified with the usual platform advocacy of the movement. That, however, will disappear as the need for organised advertising becomes more adequately recognised

becomes more adequately recognised.

A great movement in that direction is now going forward in a series of Coperative Trade and Business Conferences, being held this winter in the leading

co-operative centres between Glasgow and Plymouth. At these Mr. S. Foster, the manager of the London Co-operative Society, is advocating "a rousing national advertising campaign" in January in which newspaper advertising would be developed, with special displays and sales campaigns in every part of the country.

campaigns in every part of the country.
Alongside this idea Mr. A. Barrett,
the president of the National Union
of Co-operative Officials, is detailing,
with the authority of the Co-operative
Union, an advertising policy for the
co-operative movement. He asserts
that the movement must advertise
extensively, and advises societies to
budget on a six months' basis, recognising
that their publicity must be persistent.

#### Figures of Success

Some facts have been obtained as to the results which have followed advertising by local societies.

One society that had had sales of £278 on the first day of its drapery sale, began to advertise and, this year, its first day's sales were £6,302.

The same society advertised 5,700 writing pads and sold them all by 1.30 p.m. on the day following the advertisement.

Another society sold 240 cheap folding

Another society sold 240 cheap folding baby cars in 2½ days—the result of one advertisement in the local paper.

Another increased its furniture trade

Another increased its furniture trade by 50 per cent. through advertising and, in every case, the results have justified the expenditure.

Facts such as these are bringing co-operative societies into the advertising arcna, and within the next year or so national and local schemes of Press publicity will give co-operation a place in the daily and weekly papers.

Belfast Telegraph.

LARGEST CIRCULATION IN A POPULATION OF 1,256,322.



C.4, & WITHY GROVE, MANCHESTER.

#### Readers From Our Letters

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

Salesman or Representative

SIR,-Permit me to add some remarks n reference to the article, "The Other Side of the Counter," in the WEEKLY of September 24. For many years I was on the space-buying side of the advertising profession and can honestly say that some of the representatives' grievances are entirely due to their own methods, or perhaps I should say lack of method, in soliciting business for their respective publications. No representative should call himself or permit himself to be called a "canvasser." I object to the word, I object to the word, and prefer to call any man who visited me a salesman or newspaper representative, and if he honestly adopts the methods of a salesman he cannot fail to get satisfactory interviews with his prospects.

To-day I am on the "Other side of the counter," representing a series of Australian newspapers, and I am pleased to say that during my past eighteen months in the United Kingdom I have received every courtesy and attention from the service agents. Naturally, at times I have had difficulty in seeing the right man, but a little tact on my part eventually opens the way to whom I wish to

interview.

I will say that the English agent does not impress on his client sufficiently the folly of placing appropriations in the hands of overseas distributors. In these days every important overseas paper is represented in London, and the service agent who handles the "home" appropriations is quite capable of placing business in the Dominions—Canada, South Africa and Australia. If the agent finds he cannot convince his client of the advantages of placing overseas business through him, then he should have no objection to the overseas newspaper representative calling personally on his client, for, from my own experience, such visits have been instrumental in getting business placed through the London or provincial agent.

" N. S. WALES."

Copy and Co-operation

Sir,—"Rep" certainly puts a new light upon the interesting and "provocative" article by Mrs. Comerford, in your issue of September 10. I wonder whether the following aspect of how the provincial representative regards the agent's work has ever struck them. Referring to the manner in which "the national advertiser faces the problem of selling his product," we read that the "advertising agent also co-operates." As a provincial repre-sentative and advertisement manager with six years' experience in various parts of Lancashire and Yorkshire, I think the

latter part of this statement is open to

serious challenge.

I find that most of the London agents and their copywriters have never even visited the industrial North, and know practically nothing about the different modes of expression, the vastly different conditions of living and, consequently, the very different outlook on life. I would venture to guess that many of these good folks have not seen a colliery or mill even from a railway carriage. Yet, remember, there are over one million miners, to say nothing of the other millions employed by the textile, steel, engineering and other great industries, whose whole outlook is far from being that of the London copywriter or agent.

Now, what do we find? Exactly the same copy, usually stereoed, is supplied by the agents handling a national account, to the Northern industrial newspapers, as that to the London, South of England and Midland newspapers. Yet, let the representative or advertisement manager suggest that the copy should be amended for his particular district, and he is invariably told to "mind his own business."

The solution to this difficulty, which should undoubtedly add to the better functioning of advertising, is that every worthwhile provincial newspaper should have a "service" department, and offer to supply suitable local copy to national advertisers.

ERNEST W. BOOTH.

**Export Advertising** 

SIR,—Whilst I have read the article in a recent issue entitled, "The Other Side of the Counter," with interest, I think it only fair to say that from my own experience, your contributor is a little unkind to "the average agent." I cannot agree that the latter knows nothing of export advertising.

The reason so many manufacturers let their selling agents abroad do their adver-tising on the spot is not that the agent here is incapable of doing the advertising, but that the terms of the selling agent's agreement often contain clauses stipulating that the advertising shall be paid for, at least in part, by the man on the spot.

My own experience of the advertising agents in London and in the provinces is that, on the whole, they are quite capable of attending to export advertising, and in every case, without exception, they are prepared to give the proposition the fullest consideration,

I am prepared, however, to admit that export advertising in this country will stand considerably more attention than has hitherto been paid to it, and that many manufacturers do not realise the

profitable openings in overseas markets which are waiting for them.

The Export World, A. P. ANDERSON,

Lord Beaverbrook's Terrifying Prospect

SIR,-Was I really awake that Monday night when I attended the Publicity Club's opening meeting of the season, or did I sleep and dream something like this?

A confused murmur of innumerable

notices read by Chairman Roy Hardy and then I must have "dropped off." In my sub-conscious state I saw a small, firm-jawed, dark complexioned little man in evening dress "threaten" us with some terrifying prospect as this:

In a few years time we must be pre-pared to handle our morning and evening newspapers of 24, 32, 48 and 72 pages.

Think of it, ye straphangers! Seventy-

two pages! My thoughts dimly visioned the days I

spent in America vainly endeavouring to get home," never mind read, copies of their biggest blanket sheets. It was a nightmare.

I was covered in ink; my arms ached; my eyes went hot; page after page of advertisements obscured my vision and I solemnly made a vow never to try and induce a client to take a bigger space than he wanted.

Feverishly I sat up hour after hour attempting to "get value for money" by reading the darned thing through. The night passed on apace, I succumbed to slumber.

I woke in the morning hot, tired, de-ressed—and my feet terribly stiff. That pressed—and my feet terribly stiff. elephantine paper had had them in its "press" all night.

Is this to be our fate in the next ten years?

ERNEST MORISON.

From Sir Robert Gower

Sir,—Since the appearance of my appeal to manufacturers to support the forthcoming British Industries Fair, I have received communications from which it would seem that the impression exists that it will only be possible for large manufacturing firms to participate as it is believed that the prices charged for stands are beyond the reach of the smaller firms. Will you birdly allow the firms. Will you kindly allow me to point out that this impression is entirely erroneous? The table of charges for stands has been purposely determined to enable the Fair to be advantageous to all manufacturers, large and small alike, and compared with those of many exhibitions the charges are remarkably low.

By exhibiting at the Fair, not only will the smaller firms be making a most valuable contribution to the prosperity of their country, but they will at the same time he spiring an opportunity of intime be seizing an opportunity of in-creasing their own business at a cost which need not exceed £20 for a stand.

ROBERT GOWER.



# The Greatest Publishing Success of 1926 Home World

The Christmas Number with a guaranteed circulation in excess of 100,000 copies closes for press on the 27th October and will be published on the 24th November.

Presented in a coloured cover, printed in photogravure, full of delightful illustrations, articles and stories appealing to the wellto-do middle-class woman in her home.

#### LADIES HOME WORLD

offers an ideal platform for the Christmas Advertiser. Every advertisement is placed next to or facing reading matter—send for a specimen copy if you have not seen one, which will clearly demonstrate the brilliance of the production and the editorial coverage of woman's interests.

#### Rate £60 per page and pro rata.

Over 43 Advertisers took space in the first number of LADIES HOME WORLD. This record was exceeded in the second number.

CHARLES HENDERSON, Advertisement Manager, 1, PLEYDELL COURT, FLEET STREET, E.C.4

Telephone: Central 2701.

HUTCHINSON & CO. (Publishers), Ltd., London, E.C.4

#### Marketing Food **Products**

Distribution Organisation First, Advertising Afterwards—A Practical Scheme for a National Foodstuff Campaign

By D. T. Jackson (Angus Watson and Co., Ltd.)

T has been said that the British are the best manufacturers and the worst salesmen in the world. conclusion I have come to is that our salesmen are as good as, if not better, on the average, than those of any other country; but in the sales organisation and the co-ordination of advertising effort some of our manufacturers have a lot to learn.

First I will take the case of a manufacturer who has decided to go in for a national distribution. He has been successful in selling his product locally and has decided that he can compete in price and quality with other brands being adver-tised and sold all over the country through the grocery trade. He wants to see the advertisements in the Press, on hoardings, and in the shop windows.

#### The First Task

Here is the seed of failure. It is here that the experienced advertiser should save our manufacturer, but often in the past, instead of applying a cold-water douche, the advertising man's enthusiasm has added fuel to the manufacturer's fire, and between them they have overlooked something—the task of first building up a sound sales organisation by means of which they will get their national distribution.

Happily now, no reputable agency would think of starting a national campaign without some knowledge of the sales organisation, but I am afraid some are too easy on this point, too ready to be satisfied that all is in order. It is not enough to have agents or salesmen. my opinion, there should be attached to every advertising agency a sales organiser whose business it should be to advise the clients on sales matters and look into distribution; to act with the sales manager of the client; and no national advertising should take place until both are satisfied that the sales force is efficient and distribution sufficient. It has always struck me as peculiar that compared with advertising agents there is almost a dearth of professional sales organisers and advisers.

When insisting on efficient distribution, as I have so often done when speaking to salesmen, I have invariably been asked: "But how can one get distribution of proprietary brands without first advertising?" Well, distribution can, of course, be obtained by advertising followed up by the salesman, but it is not an economical or sensible proposition, and my contention is that the manufacturer who cannot first get a nucleus distribution before advertising has no right to adver-

The manufacturer is going to ask a lot

of the distributor. He is going to ask him to carry a stock of a new brand of food products, and the distributor is already stocking so many that he can scarcely do justice to them all. It is not sufficient to say that the distributor will have his profit. Of course he will, when the goods are sold, but here is a grocer, whether wholesale or retail makes no difference, who has a goodwill, a connection and a reputation, and he is asked to take up a new, untried brand because it is going to be, or is being, advertised. If it is a new type of foodstuff or a new brand it is just the same. In the first case he does not know if it will take and become a permanency, in the second case he does not know if it will sell in worthwhile quantities in addition to the brands already stocked.

It seems to me in such a case as we are considering that the first thing the manufacturer should be prepared to give to his advertising agent, and, therefore, to his customer, is some reasonable form of guarantee that if the distributor faithfully does his part, the advertising shall be regular, and that the distributor will not be left with any dead stock. In my opinion, a manufacturer who is not in a position to give such a guarantee to his agent should not be acceptable to the agent or a client. Were it possible to prevent him, he should not be allowed to advertise.

#### Getting Distribution

The article we are dealing with is a branded food, and as foods are, or should be, freely selling lines, we will suppose that the distributor carries stock sufficient for a month's sales or, say, six weeks at the outside. The sales manager, if he has to take care of a national distribution on a basis of attending to his customers nine to twelve times a year, should aim at an ultimate staff of 80 salesmen. Forty of these should be thoroughly trained and fully acquainted with the goods, the market, and the customers, before any general Press advertising or outdoor publicity is indulged in. It will not be easy even with a written guarantee of an indemnity against loss and the promise of general publicity to get an efficient distribution. I would recommend the manufacturer being in a position to make a special offer to the trade in the way of a bonus for a window display. If he is prepared to spend £10,000 on his first year's campagin, £2,000 of this may very well be spent in a special offer to the trade. A date for the window displays should be arranged sufficiently distant to allow for the distribution all over the country to be built up and the publicity started, as

the window displays will be far more productive if they are made during the Press or poster campaign. Allowance out of the appropriation must, of course, be made for display material for the shop; and in addition to a little packed in each case, the salesman should be supplied with a stock so that he can get an extra card displayed here and there where advisable.

#### The Salesman's Munitions

A date having been arranged for the publicity to start, the salesmen should be supplied with a complete schedule showing the dates of insertions in each paper, and the copy to be used. And if the salesmen are wise men, they will buy a copy of some of the papers to draw the attention of the customers to the actual insertion. there is a poster campaign, then the salesmen will have window bills which are a facsimile of the poster to hand to their customers, and they will also have a list of the stations on which the posters are to be exhibited.

But the grocery trade does not want a great splash of advertising, a barrage which stops as suddenly as it began. No manufacturer should plunge into advertising unless he can see his way to keep it up steadily for three years, by which time he should have built up a trade which is earning him a steady profit enabling him to make an adequate appropriation for advertising.

Now, I will briefly refer to the manufacturer who, already having a national distribution and an efficient sales staff, is putting on the market a new article or a new brand.

Having built up a sound distribution and gained a first-rate reputation with one proprietary brand, it will be easier for him than a beginner to get the necessary distribution for an additional good brand. His guarantee, which he has always stood up to, will be more readily accepted, yet he will not find it a simple matter to get the distribution he requires plus the interest of the distributor.

I, therefore, strongly recommend any such manufacturer, when introducing another brand of food, first to emphasise his guarantee. Second, to introduce the goods by a special offer to the trade. Third, not to start his advertising until he has got the necessary distribution. And then when he has got this distribution he must get his salesmen and distributors solid on his advertising.

For this is the pitfall here.

Both the salesmen and the distributors knowing that this new brand comes from a successful house which has built up a sound trade for their initial article, think there is nothing for them to do-the new brand will sell itself-and consequently it does not get the initial push which it requires to make it a success from the first. Everybody is inclined to allow too much on the advertising and to overlook the necessity of continuous and unflagging salesmanship.

## The Sunday Journal of the well-to-do

# LIVERPOOL CIVIC WEEK EXHIBITION OF MERCHANDISE, COMMERCE, AND INDUSTRY

With the support and approval of the Rt. Hon. Lord Mayor, and by the invitation of the Liverpool Organisation, the

## DAILY POST & ECHO

has organised the great Exhibition representative of Merseyside trade and industry now being held in Liverpool.

The Exhibition covers an area of over 60,000 sq. ft., and positions have been secured by the leading commercial and industrial undertakings of North-West England. A phenomenal success.

### OCTOBER 15 630



1926

#### CLUB NOTES & NEWS

#### I.S.M.A., London—Sir H. Brittain on "Inter-Empire Salesmanship"

An entirely new departure on the part of the Incorporated Sales Managers' Association of the United Kingdom is to be taken on October 21, when it will depart from its usual business dress dinner and hold an evening dress affair in celebration of the visit of Sir Harry Brittain. He should have been the principal speaker at the Sales Managers' abandoned conference at Cheltenham last May.

His address on the 21st, on "Inter-Empire Salesmanship," should contain much that is invaluable to the commercial community in general

community in general.

The dinner takes place at Prince's Restaurant, Jermyn Street.

#### Newcastle-Mrs. Wood on the Poetry of Facts

Mrs. E. Wood, President of the Women's Advertising Club, London, addressed the Newcastle-on-Tyne Club on the "Fascinating Subject of Truth." She asserted that the fundamentals of advertising consisted of finding the facts first and then in seeing them—not as a dull, uninteresting thing to be flung at the public, but as something to be presented as fascinating poetry, so that the light behind them was revealed.

#### Cardiff-Opening Luncheon Meeting

The 1926-27 Session of the Cardiff Publicity Club was inaugurated with a luncheon at the Royal Hotel on Tuesday, October 12, at 1 p.m. The President, Mr. H. D. Madden, addressed the club on "The Advantages of Publicity."

The chair was taken by Mr. Lewis Lougher, M.P., and the Lord Mayor, Alderman W. B. Francis, was among those present at the luncheon.

#### Manchester—Advertising the Nation's Driving Force

"The money spent on advertising is the driving force of the nation," declared Mr. S. Wicks, at the Manchester Publicity Club, on Tuesday of last week.

Mr. Wicks quoted some remarkable figures from a book by Professor Chase, an American economist. The professor declared that £600,000,000 was spent annually on advertising in America, and he calculated that £100,000,000 was spent annually in Britain.

Mr. Wicks thought the Professor put the British figure too high. A more correct estimate, he believed, would be between £50,000,000 and £75,000,000.

#### Bradford—Mr. T. B. Lawrence on Business Letter Jargon

That as everybody was sensible in some degree to beauty and charm, capital should be made out of these things in

#### WHAT'S ON

Publicity Club of London, Hotel Cecil, 7 p.m., Monday, "Tosh About Art," Mr. Joseph Thorp.

Manchester.—Midland Hotel, 1 p.m., Tuesday, "Manchester Retailers and the Press," Mr. Eric Schofield.

Regent. — Caxton Hall, Westminster, 7.30 p.m., Wednesday, "Planning a Campaign," Mr. Alec Nathan.

Newcastle.—County Hotel, 7.30 p.m., Wednesday, "Civic and Industrial Development," Lt.-Col. E. F. Lawson.

Dundee Business Club.—Draffen's Restaurant, 6.45 p.m., Tuesday, "Industrial Peace Union," Mr. J. A. Seddon.

Nottingham.—Boots' Café, 7.30 p.m., Monday, Supper Dance.

Glasgow.—Grosvenor Restaurant, 1 p.m. to-day (Friday), "Starting a New Paper," Mr. Wm. Power. Bradford.—Midland Hotel, Tues-

Bradford.—Midland Hotel, Tuesday, "Running a Mail Order Business," Mr. W. B. Robertson.

advertising was urged by Mr. T. B. Lawrence in his address to the members of the Bradford Publicity Club, under the chairmanship of Mr. G. H. Leeson.

Firms had not achieved fame by mere chance, said Mr. Lawrence. They had considered the wants of the people, had advertised them in a presentable manner, and had created an impression. Business was full of sentiment, and in advertising those with wares ought to climinate Latin phrases and come down to the peoples' level—not soar above them.

Referring to shop-window dressing, the speaker stated that one Bradford shop had a "frightful window." Huge tickets almost obliterated the goods they were intended to advertise, and as a consequence the whole display was spoiled. Tickets ought to be in proportion to the size of the goods on view.

Turning to sales letters, Mr. Lawrence said that the time had come when people should not be hoodwinked into believing that a letter was not a circular. His firm had just sent out four thousand letters—not circulars—and each one had been typed individually, the task having occupied six weeks. If a man wanted to send a circular he should make it look like a circular and not disguise it as a letter. In correspondence there should be a simplicity and naturalness, and such hackneyed phrases as "your esteemed commands" and "I am in receipt of your communication" should be eliminated. Letters should be natural and consequently dignified.

A vote of thanks to the speaker was proposed by Mr. H. C. Derwent and seconded by Mr. Fred Cresswell.

#### Bolton Rotary Club—Advertising and Industrial Unrest

Speaking at a meeting of the Rotary Club in Bolton on Monday last, Mr. J. H. Carmichael referred to the responsibility of advertising for the present industrial unrest.

unrest.

"Advertising," said Mr. Carmichael,
"has done more to mould the habits and
to nourish the minds and ambitions of
the multitude than any other force—it
has awakened desires for comforts undreamed of a quarter of a century ago—
it has given focus and strength to desires
for better environments both in the
home and in the factory.

"Incidentally, advertising is in part the cause of the unrest which exists among our people. The ambition it has awakened among them has taken the form of a demand for better conditions and for the means of enjoying a larger outlook, but up to now it has not seized them with the conviction that a larger outlook and a bigger output go hand in hand.

"As time goes on, however, and we are able to impress on our people that with a bigger output we can pay bigger wages and still reduce our costs, our workers will turn with relief and satisfaction to the suggestion and will give us that output."

Mr. Carmichael went on to describe the advantages which would accrue to Bolton from community advertising and suggested that a brochure—or, better still, a series of brochures—should be prepared to tell the world all about Bolton and its activities. Every trader, merchant or manufacturer should enclose one of these brochures with every letter or packet sent outside the town, and the effort should be continued week by week for at least twelve months.

The Rotarians present were very keenly interested in Mr. Carmichael's address, and it is hoped that, as in the case of Birmingham's action following his address to the Publicity Club, some tangible results will follow.

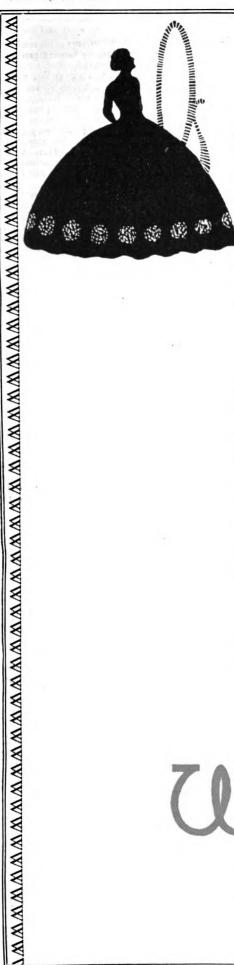
#### Hull-Mr. Hedley's Suggestions for Advertising Hull

At the meeting of the Advertising Club of Hull, last week, Mr. Robert Hedley made some practical suggestions regarding the advertising of the Third Port.

It would be better for the time being, he said, to drop the allusion to their broad streets and oak panelled Guildhall. The man who had his eyes on their city was little concerned with stained glass windows and such like matters. He wanted to know what their dock dues were, how high their rates were, how cheaply they could provide motor power. A tradesman did not advertise his plate-glass windows or his counters, but the lowness in price of his goods. Let Hull then do the same, show how cheap their port was.

(Continued on page 104)





Who is it that for weeks before Christmas disappears for days at a time and comes home laden with mysterious parcels?

Who throngs the West End for six hectic weeks?

Who lures the men folk from their offices to choose their presents and to pay for them?

"വാറത്യവു" whose Christmas Number is published on November 20th, is the link with Christmas and these prodigal spenders.

has the largest circulation of any Society Magazine devoted to Woman's interests, and the Christmas number of "WOMON" promises to exceed all previous records.

STACY AUMONIER. E. F. BENSON, St. John Ervine, DAME ELLEN TERRY,

of Fallodon,

VIOLA TREE. THE MARCHIONESS OF TICH-FIELD (future Duchess of

Portland),

The House of Lady Grey LADY ALEXANDER (GEORGE), and many others

will contribute to the best "woman" Christmas Number ever published. The spending spirit will be stirred by articles on Stockings and Wines, Pictures and Jewellery.

For full particulars of this big advertising opportunity, write:-

BETTY THATCHER, Advertisement Manager, 1-2, PLEYDELL COURT,

55, FLEET STREET, E.C.4

#### CLUB NOTES AND NEWS-Cont.

## Make your Posters work Full Time!

Whether your posters work full time or not depends upon the positions they occupy and the amount of care and frequency with which they are inspected after they are posted.

know all about that. The thing is to get the best out of it. And that depends on the posting service.

Let us place your posters for you, so that each one may show a creditable "time sheet." Write or 'phone us—we're here at your service all day and every day, working full time.

## OUTDOOR **PUBLICITY** LIMITED

Managing Director, ERNEST LEICESTER,

#### Faraday House, 8, Charing Cross Road, W.C.2.

Telephone:

GERRARD 8518-9.

Telegrams:

"BYLPOSTA, LONDON."

Regent-What is there left for Advertising to Do?

Sir Charles Higham presented a comprehensive and in some points a novel list of the things still left for advertising to do, in his address to the Regent Advertising Club on October 6. Mr.

H. G. Saward presided.
Sir Charles recalled some of the remarkable feats accomplished by advertising during the war—getting recruits for Kitcheners Army, raising money for War Loan, filling the shipyards with labourers, appealing to housewives to come forward and help with canteen work. In the present crisis he held that work. In the present crisis he held that the back of the strike had been broken by the brief advertising campaign pointing out the true facts of the position to the miners. Those advertisements were, he contended, directly responsible for sending the first 200 miners back to work.

The average man and woman read

neither articles nor editorials, but they could not miss advertisements. therefore, important that the advertising field should be extended to embrace functions other than commercial.

No need to harp on the value of the many things which advertising could do. First of all it could teach people to be more hygienic, to be more cheerful, to wear woollen underclothing

in winter.

To create a better spirit in industry; to induce people either to spend or save their money. Money did no good to the community in people's pockets; it should either be invested or used to purchase goods. If everybody who would not bank their money would spend it, we could be twice as wealthy as we were

To teach people to appreciate good music and the finer things of life, to have their hair washed and dressed more often. Referring to "keeping well," as another thing which ought to be advertised, Sir Charles paid tribute to the work which the New Health Society was doing to combat the policy of the Medical Association, which forbids its members to tell the world how to keep well. He thought it was a scandal that a doctor who was willing to give away his knowledge should be prohibited from so doing. from so doing.

Advertising could teach mothers how to take care of their children, could tell the public that trade-marked articles were better than unbranded ones, and named articles better than those which were unidentified.

To explain that there were far too many lawyers in parliament. Lawyers had to make laws and what we needed were statesmen who could give us a country where a multiplicity of laws was unnecessary.

A campaign might usefully be run by the Ministry of Health to tell people that living in crowded cities was bad for the future of the race and to urge them to migrate back to the country.

To tell people to go to the cinema and the theatre. He believed that such a the theatre. campaign would double the attendances at all the shows.

The necessity for buying meat that had not been exposed to dust and germs, for having food kept in cold storage during hot weather and of drinking only milk sold in properly sealed and sterilised bottles, was also emphasised by the

To encourage effort in every direction. We ought not to be behind the other

nations of the world in any achievement; nations of the world in any walls we could succeed but we needed pushing. To teach the necessity for capital. explain the joy of work and tell people that there was nothing so fascinating as having to work for one's living.

The one thing that was preventing many of these important co-operative campaigns from materialising was jealousy small-mindedness. So many individuals in the trades which would benefit from the advertising refused to come in because they were afraid of helping their rivals.

Sir Charles believed that advertising would do more than anything to establish the League of Nations firmly throughout the world. People knew nothing about the League, but for £100,000 it might be told to all nations of the world in

six months.

The chairman then called upon Mr. James Wright Brown, of the Editor and Publisher, and secretary-treasurer of the World's Press Conference at Geneva, to address the meeting. In speaking of the work of the Press Conference, he referred to the belief of President Harding that if the newspapers of all the countries would band themselves together they could underwrite the peace of the world.

Character was essential in advertising, he continued, especially in the case of those in more important posts. Through all advertising there was a striving for better conditions of living for the great masses of people.

Aldwych Club Lodge—Installation of Bro. E. G. V. Clark The Installation meeting of the Ald

wych Club Lodge, No. 8794, was held at the Freemasons' Hall, Gt. Queen Street, on October 6, in the presence of a large gathering of members and distinguished visitors.

The retiring Worshipful Master—W. Bro. A. Shewin-Thomas—performed the ceremony of Installation, his successor being Bro. Ernest G. V. Clark (Principal of Clark's College).

The Worshipful Master appointed and invested his officers and presented the retiring Master with a Past Master's jewel

and collar.

#### Publicity Club of London-Public Speaking Section

The Public Speaking Section had a splendid "send-off" on October 5, at the Kingsway Hall, under the Chairmanship of Mr. Andrew Milne. There was a large attendance and two-thirds of those present were new members, and several who came to see how the class was conducted joined before leaving. Mr. Alfred Robinson, the instructor, gave a most interesting and helpful technical address on some of the fundamentals of public speaking, after which members of the Section took the chair at ten minutes intervals, thus having an opportunity of facing an audience and conducting the meeting. Others spoke for three minutes on any subject they liked, and some of the speeches proved to be of a very high order. Mr. Robinson criticised each individual speaker, and his remarks and suggestions were greatly

appreciated by all present.

The meetings are being held fortnightly, and at the end of the course of six lessons a silver cup is to be competed for, kindly presented by Mr. Keith Martin.

Fullest information can be obtained from the Hon. Secretary, Mr. R. J. Fleet, at the Club's Office, 112, New Oxford Street, W.C.1.

(Continued on page 106)

### THE DIRECT WAY TO THE EUROPEAN MARKET



#### OFFICES.

Amsterdam

Barcelona

Basel

Belgrade

Budapest

Bucharest

Milan

Prague

Warschaw

Vienna

Zagreb

Zurich

1111111111111111

Stuttgart

Weimar

GREAT new markets are re-opening in Central and Eastern Europe.

Through this house information regarding the opportunities existing in these markets is at the disposal of British Manufacturers or their Advertising Agents who are interested in developing their export trade.

Write us stating your line and countries in which you are interested and one of our Directors will be pleased to call upon you by appointment.

## RUDOLF MOSSE La

Advertising

125-130, STRAND, W.C.2

Berlin

**Bieleteld** 

Breslau

Chemnitz

Dresden

Dusseldorf

Frankfurt

Hamburg

Karlsruhe

Cologne

Leipzig

Magdeburg

Mannheim

Munich

Nurnberg



#### A MASTERPIECE

To enable the illustration to pull its weight, the block used must be a veritable masterpiece of accuracy. For it is upon the quality of the block that depends the prominence of the illustration among its follows, and its power to hold attention.

To ensure blocks of the highest quality that faith. fully portray your originals, go to



'Phones: Central 1804. City 5971.

"Blocks That Tell ARE THE Blocks That Sell"

#### CLUB NOTES AND NEWS-Cont.

#### Business Research Association-Programme for Session 1926-27

The following is an outline of the interesting programme which has been arranged by the Business Research Association for the coming session:— 1926.

Oct. 27.--Research and Business Finance. Nov. 24.—Research and · Business Management.

Dec. 15.—Research and Marketing. 1927.

Jan. 26.-Research and Retail Management.

Feb. 23.—Research applied to Transport. Mar. 30.—Research in Buying and Stock Control.

Apr. 27.—Research and Administration. May 25.—Industrial Psychology.

#### Leeds-Mr. J. B. Binmore on Film Advertising

A very interesting film lecture was given to the members of the Publicity Club of Leeds at the Cinema Exchange, Leeds, on Thursday evening last, by Mr. J. B. Binmore, of Publicity Films, Ltd. Mr. Stuart Hirst, who presided, in introducing the speaker said Press adintroducing the speaker said, Press advertising could be supplemented by other forms, and one of the newest of these was film advertisements. There were some twenty million people in this country going to cinemas every week, and there were far more cinemas than there were theatres and music halls.

Mr. Binmore did not claim that it could take the place of other forms of advertising such as the Press and Poster advertising but it was valuable as an adjunct to them.

Mr. Binmore referred to the pioneer days of screen advertising when the standard of production was poor and limited, and the distribution of films was very ineffective. One great advantage of a good film advertisement, well written and showing a clever plot with action, with the addition of good photography was that it was entirely solus, and had the undivided attention of an audience. Another equally good point was that it appealed to all classes.

Mr. Binmore had some interesting words to say on film technique and emphasised the point that a trade figure could actually live on the screen.

Film cartoons were also of very great assistance for a cleverly arranged cartoon could make a trade figure do all kinds of antics. The humorous angle was a big thing in film advertising. Further to explain his remarks Mr. Binmore showed some famous examples of screen publicity, including Singer Cars, Colmans Starch, Kia-Ora, Beechams Pills, Bean Cars, Ovaltine, Hovis Bread, and the Blackburn Aeroplanes. The average length of a film is 400 feet, which occupies six minutes, whilst the film cartoon is 200 feet and takes these minutes in several public starting production. takes three minutes in showing.

A very interesting discussion followed in which Messrs. W. Lockett, W. J. Court-man Stock and F. E. Cook spoke.

#### Glasgow-Advertising to Counteract Deficit on Tramways

A well-attended meeting was held of the members of the Publicity Club of Glasgow last Friday afternoon, when "Glasgow Tramways and Advertising" formed the subject of an address delivered by Councillor John Taylor.

One method of counteracting the recent deficits on the tramways undertaking in Glasgow, he said, was the letting of a restricted space on the tramcars for purposes of advertising.

In Aberdeen an annual revenue of £1,000 was received from an advertising £1,000 was received from an advertising contractor for space on 128 cars; in Edinburgh £2,898 on 341 cars; in Birmingham £5,425 on 685 cars; and in Liverpool £10,000 on 630 cars. If a space of 6 ins. by 36 ins. on the 20 windows of each of the 1,000 cars in Glasgow were let at sixpence per week, the Corporation would benefit to a very large extent.

#### Nottingham-Practical Suggestion in Advertising

"I think advertising," said Mr. W. Raymond Derwent in his address to the Club on Tuesday, "is the art of communicating ideas and information to others so clearly, so concisely, so forcibly, and so agreeably as to impel them to action."

The speaker discussed the serious position of business to-day. The increase in overhead charges, in expenses of all kinds, was simply enormous when compared with the pre-war standard. "The increases in wages, taxes and rates—which will be more than ever during the next year or two—are with us, and it is no use blinking the fact that these increases are here to stay."

The only thing to do was to find ways and means of selling more merchandise. In some businesses it had been discovered that it actually cost more money to sell

goods than to make them.

"The problem to-day," continued Mr.

Derwent, "is not how to manufacture more, but how to sell more. The experience of the war has almost solved the problem of manufacture.

" I am firmly convinced that the only way to improve trade to-day is by consistent advertising and selling."

Mr. Derwent went on to offer some practical suggestions to the would-be advertisers, and gave some valuable hints in the preparation of "copy."

"Don't leave 'copy' to the office-boy. Don't spend good money on 'space,' and spare money in filling it. Never break faith with the public. Don't write at the top of your voice. Too many superlatives top of your voice. Too many superlatives minimise their value. Don't tell everything about your subject. Study human nature and habits and fall in with them. Appeal, among other things, to beauty, fear, humour, vanity and ambition."

Mr. Derwent, concluding, referred to the need for greater co-operation between retailers and manufacturers to-day. And his final word was: "Advertising is no way to get rich quickly, but it is the force which will vitalise your business."

#### Ireland—Annual Council Meeting

The Publicity Club of Ireland is about to resume its activities under the chairmanship of Mr. Al. Canavan, manager of the United States Lines in Dublin, and a very attractive draft programme of lectures, social functions and other activities was submitted to the council by the chairman of the programme committee, Mr. T. A. Grehan. The financial position of the club was shown by Mr. C. E. McConnell, chairman of finance committee, to be quite satisfactory. Mr. Brian D. O'Kennedy, chairman of the social committee, made a report in regard to the advertising ball, and it was unanimously decided, in view of the great success achieved by the two previous events, to carry out a similar function early in 1927. The appointment of Mr. J. C. Dann as secretary, was confirmed.



#### Have You Seen a Copy?

If not, there is a new experience in store for you.

Be prepared to find it packed with articles that are short, interesting and practicalarticles covering a surprising range of subjects and written by big authorities in actual daily contact with the problems they discuss-articles which stimulate and broaden and guide.

Be prepared to find it a journal that is editorially courageous and aggressivefor as a subscriber writes:

"The Fortnightly is willing to throw the limelight on debatable subjects, even when those topics may tread on a tender toe or two."

Be prepared to find much to admire in its attractive illustrations and typography.

After warning you what to expect, we now invite you to inspect a copy! Simply write the following to our London office:

"I would like a sample issue of the 'Fortnightly.'"

## and Selling

**FORTNIGHTLY** London Address: 66-67 Shoe Lane, ECA Year's Subscription \$4 (26 Issues)

#### THE STAMP OF DISAPPROVAL

Latest Development in Fight against Postmark Advertisements — Enve-lopes that defeat the Scheme—Post Office Action Threatened

THE war against the postmark advertisement continues. Apart from protests from responsible business bodies all over the country, many firms are adopting devices calculated to defeat the scheme.

The Incorporated Sales Managers Association, supported by the Incorporated Society of Retail Distributors and the Incorporated Society of British Adver-

Incorporated Society of British Advertisers, called a public meeting at the Holborn Restaurant to protest against Advertising by Postmark.

#### Foolish and Unfair

Mr. F. W. Goodenough, vice-president of the British Commercial Gas Associa-tion, presided. The Postmaster General's was, he said, not only foolish but unfair to advertisers generally. Citing his own example, he said that the Gas Company he represented often sent out something like 750,000 circulars and advertising letters to their consumers, and the company would naturally regard it as objectionable if every one of the letters were stamped: "Do it by Electricity." Rather than run that risk the company would arrange themselves for the delivery of letters.

The assembly unanimously carried a resolution emphatically protesting against the defacing of correspondence by advertisements, copies of which were to be sent to the Prime Minister, the Postmaster General, and to Members of Parliament.

One idea comes from Mr. E. L. Fletcher, controller of sales and advertising of John Mackintosh and Sons, Ltd., Halifax, and is reproduced below. As will be seen, sufficient space is allowed on this envelope for the stamp to be cancelled

Never mind the Postmark,this is the right Date to buy Mackintoshis Toffee de Luxe.



The Bditor,

"Advertiser's Weekly"

66, Shoe Lane,

LONDON .... B. C.

with the ordinary round die, but the space which the Postmaster-General has sold to advertisers is already occupied by the firm's own message-very ap-

propriately worded and cleverly designed. But the Post Office has objected. The firm used these envelopes for a few days and then came a request from the local postmaster to stop using the envelopes "as they were held to contravene a Post Office regulation." The alternative was a threat to refuse to handle the firm's correspondence.

The Daily News is also using a similar envelope, on which is stamped in the date mark space the slogan "The Daily News Gets Home."

The objectionable way in which the system is likely to operate has already been demonstrated. One of our readers sends us an envelope which has the words, "Say It By Telephone," stamped across it. The letter was a notification of death and was enclosed in a blackedged envelope. edged envelope.

## If You Do It Through Sheldons It Pays

We have definite proof that every campaign for Press and Poster Advertising organised by us has given satisfactory results to the Advertiser.

#### We can also prove

that any Advertiser whose Press and Poster advertising we handle receives the full value of every farthing spent.

#### We have no secrets from our Clients.

All our business is done on the open-contract system, and we receive commission only on the actual net outlay. ledgers, order-books, invoices, receipts, and (if desired) cancelled cheques can be inspected.

Will any other house do as much?



Service Advertising Press and Poster

Sheldon House Queen Street **LEEDS** 

BCM/4 ADS

#### 



To
ADVERTISING
A G E N T S,
PRINTERS, and
LARGE USERS
of

## Electros and Stereos

We can give you a prompt and efficient Service.

stands for
Efficiency
and
Service.

'Phone: City 8274.

Bartlett's Passage, FETTER LANE, E.C.4.

### Publication Notes and News

The Dover and County Chronicle Co., Ltd., announce that their new 'phone No. is Dover 138.

#### Larger Newspapers

The edition of the Sheffield Independent for October 8 proved a revelation in provincial morning paper reproduction, containing as it did sixteen pages. A distinguished newspaper proprietor recently predicted that British newspapers would increase in size, due to the ever-increasing growth of advertising, and this certainly seems to indicate that a marked improvement in this direction is already taking place.

The Sheffield Independent of October 11 contained a special composite feature of four and a half columns under the heading of "Books for the Autumn."

#### Civic Week Booklet

A beautifully printed booklet, "Manchester and the Sea," with a series of delightful illustrations, was produced by the Cloister Press for the Manchester Ship Canal in connection with Manchester's Civic week.

#### Modernity and Women

A thoroughly modern note is struck in a new piece of promotion matter, "Every Day of a Woman's Life," which has just been circulated by Woman's Life.

#### New Mazda Catalogue

The new Mazda lamp catalogue is a 36-page publication, produced entirely by photogravure. It represents a successful attempt to import an element of grace and charm into a price list of electric lamps which must necessarily contain a great deal of tabulated matter.

#### Newspapers Change Hands

Allied Newspapers, Ltd., have concluded negotiations with the Daily Mirror Newspapers, Ltd., and the Sunday Pictorial Newspapers (1920), Ltd., for the purchase of the whole of the ordinary shares in the Daily Sketch and Sunday Herald Limited. We understand that no issue of shares is contemplated by Allied Newspapers, Ltd., in connection with this acquisition.

#### A Novel Catalogue

W. B. Cartwright, Ltd. have just issued their quarterly catalogue which is something new in this type of propaganda. It is in the form of a magazine entitled Selling, and features products suitable for the particular season. The production of the paper is excellent, and photographs appear on almost every page, showing dealer aids for the various preparations.

#### Cakes and Ale

The re-opening of the Angel Hotel, Cardiff, after reconstruction was the occasion for a well-planned composite page in the South Wales News. An excellent sketch of the premises formed the illustration, and all the contractors supported it with neat panel advertisements. On Tuesday last the South Wales News had another successful composite page devoted to bread.

#### Change of Address

The London office of the Glossop Advertiser and Glossop Chronicle is now at 151, Fleet Street, E.C.4. Telephone: Central 4438.

#### A New Series

The Theatre World has started a new series with the October issue, which carries some twenty pages of varied advertising.

#### A Textile Page

The Nottingham Guardian had a composite page on October 8, dealing with the Leicester Textile Exhibition, following a special page the day before on the Nottingham Goose Fair.

#### Real Woodcuts

Original woodcut blocks were used in the printing of many of the illustrations to the Manchester Civic Week Souvenir, which was prepared, planned and produced by Jesse Broad and Co., Ltd. The book is a remarkable example of ideas in planning, and of care in production.

#### Papers Diamond Jubilee

A supplement recording the many messages of congratulation on the diamond jubilee of the Accrington Observer and Times was published with the paper last Saturday.

#### Special Issue

The Ford Times Exhibition issue for October includes a full catalogue of the Holland Park Hall Show, and carries some forty pages of advertising.

#### Three Consecutive "Specials"

The current issue of the Cabinet Maker is the first number run in conjunction with the Manchester Furniture Exhibition, and contains a special Laneashire supplement. This follows a second autumn number last week, and October 9 will see the publication of the second Exhibition Number, making the third successive special number.

#### Newspaper by Photc-Offset

The Land News, the official organ of the Land and Nation League, of which Mr. Lloyd George is President, is to be a newspaper, though in the first place it is to be published only once a month. It has display headings, "streamers" over at least three of its eight pages, and is printed by photo-offset process. Mr. G. C. Lawrence, Director of Publicity to the Land and Nation League, is responsible for its production.

#### Good Valve Advertising

B.T.-H. have just issued a very fine 28-page book dealing with their various patterns of valves. It is produced on tinted paper. On the left-hand page is shown a photograph of a valve, with technical information concerning its use, while on the facing page appears the chart of its characteristic curves. The book is produced by photogravure and the effect is admirable.

#### Protest against Increased Charges

The Bradford Chamber of Trade, one of the most influential in the country, held a meeting last week to consider the increased charges for advertisements announced by the Bradford Daily Telegraph. Several speakers protested strongly against the increase, which now brings the contract price up to eight shillings and sixpence per single column inch. It was urged that some concerted action should be taken in the matter.

#### **CURRENT ADVERTISING**

Notes of New Business Going Out: New Advertising Now Appearing in the Press and on the Hoardings

C. Vernon & Sons, Ltd., have increased newspaper displays for Clarnico and Eucril.

C. Mitchell & Co., Ltd., have com-menced an appropriation for Plasmon Oats.

Erwin, Wasey & Co., Ltd., are again handling a scheme for Musterole.

Osborne-Peacock Co., Ltd., have taken over the advertising of Renault Motor Cars, and are booking space for Mackintosh's Toffee.

Sells, Ltd., have business in hand for Zebo Grate Polish.

Smith's Agency, Ltd., are again book-

ing space in gardening publications for Walkley Hop Manure.

T. B. Browne, Ltd., have been issuing instructions for Nujol and for Swan Down Complexion Powder and Mackintosh's Toffee

J. Ball (Derby) is handling advertising appearing for Brown's Barley Kernels.

John Varney & Co. (Manchester) have

commenced an autumn scheme for Veno's Cough Cure

Press & General Publicity Service have an appropriation in hand for Burroughs' Ginger Wine.

Gordon & Gotch, Ltd., are placing for Homecrafts Studio.

J. Walter Thompson Co. have provincial advertising appearing for Royal Baking Powder Co., of New York.

Curtis Agency, Ltd., have increased displays for Pianola Piano.

Fredk. E. Potter, Ltd., have been giving out for Decca Portable Gramophone and Waterman's Fountain Pen.

Crossley & Co., Ltd., are again placing for Scott's Emulsion, and have business in hand for Lagonda Motor Cars.

Kingsway Press Advertising Service, Ltd., have commenced a newspaper scheme for Red V Dates.

Service Advertising Ltd., are again handling business for Brandes Wireless, and have been booking space for Marconiphone.

Gilbert Advertising, Ltd., have new advertising going out for Cossar Valves.

A. Bernard has recommenced placing

for Copson Garratt.

Art & Publicity Service is handling business appearing for Yadil Antiseptic and for Stuart Plaster Pad.

Clarke, Son & Platt, Ltd., have given out new series orders for Vick Brand Vaperir-Rub.

Ogden & Spencer, Ltd., have a new scheme in hand for Roboleine.

Ernest W. Kidd (Middlesbrough) has Stewarts the King Tailors.

George Cuming, Ltd., are handling displays for Re-sol-it. advertising renewed newspaper

(Continued on page 111-)



## TIME TO READ AND TO REMEMBE

THE woman with the baby had little peace of mind for the first half-hour of the journey. Then the child went to sleep. That woman sat for a solid hour looking at a picture on the carriage wall. It told her of the health a certain food had given to a child like hers. Do you suppose she would forget its message?"

Every day 950,000 journeys are made by people who sit opposite the delightfully drawn Pencil Advertisement Panels in L.N.E.R. carriages and most of the time they have nothing to do but look at them. They are worth seeing; that's why they are profitable advertising.

## PENCIL

ENQUIRE about this New and Dignified Medium. The low rates include provision of drawings and panels and regular inspection. Full information and an attractive, illustrated brochure free on

T. McDOUGALL, LTD., KINGSWAY CHAMBERS, 44/46, KINGSWAY, -- - LONDON, W.C. 2.

Telephone: Holborn 5240.



#### REPRESENTATION—BIRMINGHAM & DISTRICT

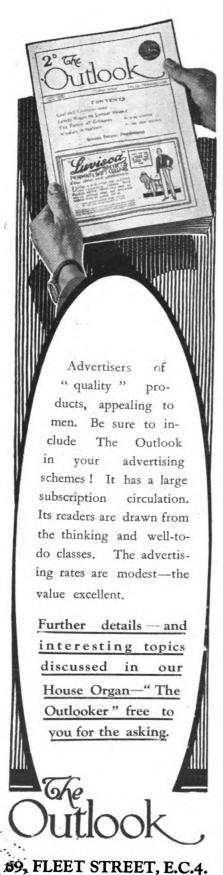
Advertiser, some vears experience outside for leading London Agency, since employed as Advertising Manager by several large Engineering Firms, desires to represent technical or trade paper in the Midlands. Good Commercial Photographer with own apparatus; can prepare rough sketches, lavouts and copy for Advertisers. Would consider commission terms. Box 55, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

#### ...... NEWSPAPER PROPRIETORS JOURNAL PUBLISHERS

desiring a

LONDON REPRESENTATIVE should communicate with the Advertiser, who has had many years' London experience. Write Box 380, "Advertiser's Weekly," 66, Shoe Lane, E.C.4. ......

SHREWD SPACE BUYERS CONCENTRATE ON THIS PAPER





#### Programme of the Second Year's Co-operative Campaign

HE first attempt to do anything always attracts an extra amount of attention by the sheer novelty of the thing. The real test comes with the second and third years. This is as true of this second effort of the Scottish Music Merchants' Association as of any other movement. The fact that the members of the Association are spending fully as much upon this year's efforts shows that the collective idea of advertising has taken a good hold of their minds, and that they have been determined to give it a fair chance of succeeding.

The campaign has been built round their Press activities as last year, and includes many forms of advertising.

The idea here has been to get as many full pages as possible with the co-operation of the English musical instrument manufacturers and the journals concerned. In the centre of the page there are usually three or four articles by well-known authorities covering every form of musical activity, and round these are displayed the advertisements of the manufacturers and the traders. Some 30 papers covering Scotland fairly thoroughly have been chosen, and full pages have been matured in a good many of these.

A window bill for general use has been designed 15 in. deep and adaptable to any width of window. It contains the words: "Seotland's Music Week," and the slogan, "Music for all-all for music." The lion rampant is embodied in the design and the colours are red on yellow.

This is a very important feature of the campaign and prizes are to be given for the best displays. Mr. Herbert Sinclair, Editor of the *Pianomaker*, has promised to tour Scotland with an experienced display man to examine the windows and adjudicate the prizes.

Slides advertising the campaign for use in cinemas have been prepared and sent out to the conveners of the different centres throughout Scotland.

A special 10 in. double-sided gramophone record will again be pressed by the Columbia Gramophone Company and sold at 6d. On one side will be a message on music, and on the other a selection of reels and strathspeys. A series of gramophone lecture demonstrations given by His Master's Voice Co. and the Columbia Gramophone Co has been arranged.

A poster is being used this year. It contains the words "Scotland's Music Week—9th to 16th October, 1926," at the top, with the slogan "Music for all—all for music" at the bottom. In the middle, on each side of the lion rampant, are the words: "Musical homes are happy homes, and "Fill the home with music." The colours are blue, orange and red on white. The size is 16-sheet double crown, oblong,

A special stamp has been designed for is 2 in. by  $1\frac{1}{2}$  in. and the wording is as follows: "9th to 16th October, 1926," at the top, and "Scotland's Music Week" at the bottom, and in the centre the lion rampant with the slogan "Music for all—all for music." The colours are red, yellow and black on white.

The following are the conveners for the

ten districts of Scotland :-Glasgow, Mr. Edward Machell; Edinburgh, Mr. R. W. Pentland; Dundee, Perth and Fife, Mr. Charles S. Forbes; Aberdeen, Mr. H. N. Macbeth; Ayr and Kilmarnock, Mr. John Murray; Dumfries and Stranraer, Mr. W. Moffat Rimarnock, Mr. John Murray; Dunfries and Stranraer, Mr. W. Moffat Murray; Stirling, Mr. John N. Hay; Greenock, Mr. R. Paterson; Motherwell, Airdrie and Wishaw, Mr. F. Mills; Elgin and Inverness, Mr. Barr Cochrane.

Organising Secretary:—Oswald W.

Butler, Greenock.

The official advertising agent is Mr. R. McKean Cant, of the Northern Advertising Agency, Edinburgh.

#### Barbers Co-operation tor

Address by Sir Lawrence Weaver

T the conclusion of the Northern A T the conclusion of the Hairdressers' Guild, recently held at Manchester, a special trade meeting was held to consider co-operative advertising for the hairdressing trade.

Sir Lawrence Weaver, K.B.E., having given details of co-operative advertising campaigns carried out in other industries, said that the financing of a co-operative advertising scheme was difficult at the commencement but he thought hairdressers might consider whether they should adopt the basis of so much per person employed.

For England and Wales the smallest amount on which the scheme could be satisfactorily operated in the first year was £10,000, and it would be much more effective if the amount was £20,000.

Mr. Gregson pointed out that in the hairdressing business advertising was largely personal, and he did not see how co-operative advertising would overcome that difficulty.

Sir Lawrence Weaver said he was quite clear what the message to the public would be in an advertising campaign. It would be, "Go to the hairdresser. Get all the service and all the goods which a really skilled, competent hairdresser provides for the use of the public." There were still people who could be convinced that hairdressing was of real importance to them; that they must not neglect their hair, and must not merely have it cut

when its length became inconvenient.

The meeting decided that the question of co-operative advertising should be considered at meetings of the Guild branches.

#### **CURRENT** ADVERTISING-(contd. from p. 109)

Hannaford & Goodman, Ltd., are again placing for Thorley's Poultry Foods and Welbank's Boilerette.

E. W. Harwood & Co. are increasing for the Imperial Hosiery Manufacturing Co., Ltd., and the Bedford Riding Breeches Co., and placing for Varenecose in magazines and Christmas numbers.

Pool's Advertising Service (City Office) are issuing the "Ding Dong" Tin Co. prospectus this week-end, and also have in hand Press campaigns for the Patent Coal Mantle Co., F. Bath & Co., A. C. Pearle & Co. (Fittex Artificial Silk), and Simley Mill Co.

Kenney's Agency (Dublin) is giving out renewal orders for Powers and D.W.D. Whiskies and is giving out additional business for Max Boot Polish and B.B.

John Hart & Co., Ltd., are again placing for Messrs. Bryant & May, Ltd. W. C. Thorn, Ltd., have received instructions from the Harland Engineering Co., Ltd., for a new and considerably

extended campaign.

The Kingsway Press Advertising Service
Limited, are placing orders for Maypole
Dairy Co., Ltd., Imperial Fruit Show,
Ben Wade Pipes, Riley Bros. (Halifax),
Ltd., and "Red V" Dates.

The City of the Popland Among

The City office of the Dorland Agency placed the advertising of the following Prospectus issues:—Wolverhampton Corporation, United Stone Firms (1926), Limited (for information only).

The Dorland Agency, Ltd., 14, Regent Street, are placing the advertising for Stetson Hatsin the illustrated weekly Press, further advertising for Mappin & Webb, the Frederick Hotels, and the publicity for Citroën Cars in the daily and trade Press in connection with the Motor Show.

#### Advertising in France

At the luncheon of the French Chamber of Commerce, on Wednesday, October 6, Mr. B. S. Townroe spoke on behalf of Lord Derby and the United Association of Great Britain and France on the British and French Press. He stated that one of the essential differences was the amount of valuable advertising carried on by British newspapers and the comparatively minute amount in the pages of French papers. British manufacturers and retailers found that the advertising of reliable goods resulted in a greatly increased turnover, and often led to a reduction in prices. French manufacturers were not equally

French manufacturers were not equally alive to the value of newspaper advertising. They still preferred trade fairs and exhibitions, which had assumed an increased importance in French commercial life. These were usually exhibitions of samples, with no sale of goods and no amusements. It was suggested on good authority that they were being overdone, and it was therefore probable that in the future French manufacturers that in the future French manufacturers would make more use of the columns of their national and local press, and that, in consequence, newspapers across the Channel would increase in size and provide a much fuller news service for their readers.

#### Poster on Envelopes

Bognor tradespeople are using for their correspondence envelopes a miniature reproduction of the Bognor poster printed in sepia on the left-hand side, no other wording being used.



#### POSTERS. SHOWCARDS. AND GENERAL PRINTING.

Well-known Provincial Advertising Agents in the North, continually being asked by clients to quote for Colour Work and General Printing, would like to hear from any good firm in a position to give quick, economical service. A Director will be in the South on an early date and would welcome opportunity to exchange views and discuss the matter. Representation is not desired—merely good service.

Apply Box 374, The Advertiser's Weekly, 66, Shoe Lane, E.C. 4.

## Advertising Agency Amalgamation.

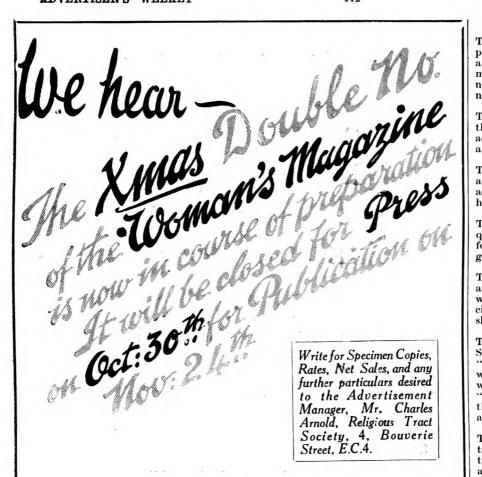
Firm of long-standing and reputation in the supply of Office Equipment, Stationery, Printing, etc., to large advertisers and prospective advertisers,

#### **Desires Connection**

with recognised service agency to follow up introductions to prospective advertising accounts. Small virile agency preferred, but must have first-rate ability to handle national accounts.

BOX 381,

'Advertiser's Weekly,' 66, Shoe Lane, E.C.4



#### St. Kevin's Studios.

46, RODENHURST ROAD, CLAPHAM PARK, S.W.4.

'Phone: BRIXTON 3979.

Demonstrating Theatre: Wardour St., W.

Principal—VICTOR W. ROWE. PIONEER of CINEMATOGRAPHY.

SPECIALISTS IN PUBLICITY FILM MAKING.

CARTOON.
BRAY SYSTEM,
FOR DEMONSTRATION PURPOSES.
REAL LIFE.

FILMS IN ALL LANGUAGES

FOR AGENCIES ABROAD.

Write for Trade and Lay Press Notices.



#### We Hear-

THAT the London dailies and the principal Sunday newspapers are enjoying a spell of real prosperity in their advertisement columns, and that if business is not actually being turned away, it is next door to it, and—

THAT it is with considerable difficulty that all the advertising offered is being accommodated, with positions and dates a matter of negotiation.

THAT the leading provincial newspapers are also sharing in the amount of national advertising available in addition to a healthy show made by local traders.

THAT, in the opinion of those best qualified to express an opinion, the outlook for the time of year—and the present general state of trade—is surprisingly good.

THAT it is not only the newspapers that are reaping an autumn harvest, for the weeklies, especially those of "home circulation," are also obtaining a full share of the output of the agencies.

THAT the whole town's talking—Fleet Street portion in particular—about the "prospectus" of the Mustard Club which appeared last week-end, and that while opinions have varied as to its "selling value," there is no gainsaying that it has been the most talked about advertisement of the year.

THAT some innocents have been heard to say they would like to know whether the "prospectus" of the M.C. was inserted at trade rates or at the financial rate!

THAT the Advertising and Commercial Art Exhibition, organised in Glasgow by Messrs. D. C. Cuthbertson & Co., Ltd., attracted a considerable amount of local interest in business circles, and sets an example that might be followed by provincial agents in other large industrial centres.

THAT Sir Charles Higham had the satisfaction of reading last week in one of the principal morning papers that the previous evening he had been addressing the members of the *Royal* Publicity Club, and—

THAT one provincial daily in a leader on the speech had the same blunder, though no one has yet called the Regent the Royal and Ancient Club.

THAT "the next big thing in advertising"—as someone has aptly put it—is going to be the announcements made by exhibitors at the Motor Show, and that there is every indication that in quality and quantity, not to say the amount of editorial publicity given, the high standard of recent years will be well maintained.

## Advertise to the Workers in the World's Pictorial News

The Paper that goes out of the beaten track

#### We Hear-

THAT those traders who supported the local scheme to advertise the shopping attractions of Sauchiehall Street, Glasgow, are making comparison of their effort with that made on behalf of Regent Street, W., with the result that the Glasgow business men consider that their advertising was "street lengths ahead of the Londoner's publicity."

THAT that enterprising body, the British Commercial Gas Association, is to hold its fifteenth annual conference at Newcastle-on-Tyne for three days beginning next Monday week.

THAT the news that Allied Newspapers, Ltd., had made arrangements to secure the ordinary shares in the company controlling the Daily Sketch and Illustrated Sunday Herald came as a big surprise to many of the dealers in newspaper shares—those in particular who had but recently sold out on the rise.

THAT the secretary of the Incorporated Society of British Advertisers has advised a number of agents that one of the Society's members, being desirious of making a change, is looking for a new agent to place his business.

THAT many advertising men "listening in" on Sunday evening last heard an appeal by Mrs. Ethel M. Wood, for the Winter Distress League.

THAT the O.P. Club are holding an open debate to which all playgoers and those interested in the theatre are invited at the Hotel Cecil on Sunday, October 17, at 7 p.m. Mr. Carl Hentschel will preside and open a discussion on "The Penalties of Playgoing."

THAT while taking part in the final of an angling competition at Lowestoft, Mr. A. C. McMinn landed a young shark after a fight lasting an hour, and—

THAT he did it with a light trout rod, a No. 6 hook and (some say) B.P. spirit.

THAT Mr. J. V. Cunningham, who for some years has represented David Allen & Sons in the North, has joined the staff of D. C. Cuthbertson & Co.

THAT Mr. E. Noel Layton, partnering Sir E. W. E. Holderness, won the final of the London Amateur Foursomes at Walton Heath last week for the Walton Heath Club, beating Romford by 8 and 6.

THAT Mr. Arthur Blount, of London, has been appointed manager for the old-established firm of Messrs. W. H. Jackson & Co., of Grimsby, who are extending their business.

THAT Mr. Harry Pickup is addressing the Direct Mail Advertising Association's convention at Detroit next week, on "Marketing the American Manufactured Product in Britain."

THAT Mr. R. P. Gossop, whose book "Advertisement Design" is now in the press, has been engaged for some time on a quad-royal map for the Underground Railway of their complete system.

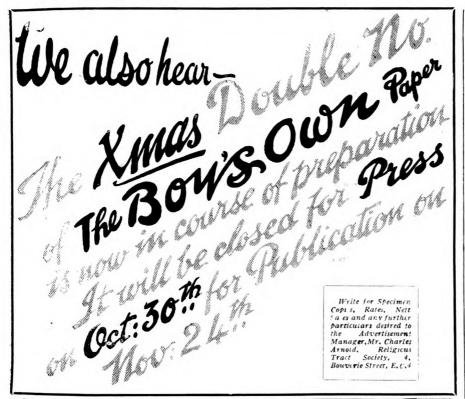
THAT many of the municipalities in the provinces are freely advertising the service their electrical departments can offer for lighting and heating, and in this respect the Glasgow Corporation is one of the most go-ahead.

Here is a case where the SKETC DAILY brought too many replies! The Managing Director of John Morgan Richards explaining a delay in despatching samples writes he advertisement only appeared in your paper once only; the response exceeded our expectations, indeed to date replies have been received.

We had not sufficient stock to fill those demands . . . the main trouble is, that your paper proved such a valuable medium . . . We shall only be too glad to start the advertising again when we are in a position to keep pace with orders."

Mr. Richards was justified in his belief that to "try out" a new scheme the Daily Sketch was the first paper to use.

ULRIC B. WALMSLEY, Advertisement Manager, The Daily Sketch and Sunday Herald Ltd., 200, Gray's Inn Road, W.C. 1.



# ADVERTISING DESIGNS & COPY -that help to sell your goods

HALCYON PUBLICITY LE

#### FLEET STREET WEEK for BART'S.

ASSOCIATION AND RUGBY MATCHES.

SATURDAY, OCTOBER 16th.

ASSOCIATION:

RUGBY:

Fleet Street VI. v. ST. BART'S HOSPITAL. St. Eart's "A" Team v. ROYAL HORSE GUARDS

ST. BART'S GROUND, WINCHMORE HILL, N.

Admission Free.

Kick-Off 3 p.m.

Teams and Friends meeting King's Cross LOCAL Station at One o'clock.

#### We Hear-

THAT Mr. J. W. Leonard, of the Kenya Trading Co., Ltd., is in London on one of his periodical business visits, and has taken temporary offices at Sentinel House.

THAT at the sitting of the Irish Free State Food Prices Tribunal in Limerick, several witnesses in the grocery trade stated that they attributed the demand for imported condensed milk to the fact that it was largely advertised, while the local article was not advertised at all, and was therefore not asked for.

THAT the Irish condensed milk manufacturers, who do a big export trade, thus proving the merits of their product, should take this lesson to heart and let the Irish public know something about their brands.

THAT Mr. J. Flynn, formerly advertising manager of the Henry Street Warehouse, Dublin, and later of the Waverley Book Company, is now back in Dublin organising an Irish branch of the latter company.

THAT a big wireless exhibition is to be opened in Dublin early in November.

THAT the proprietors of Max Boot Polish, who were amongst the first to use nursery rhymes to advertise their polish, have again returned to this form of advertising, with the addition of suitable illustrations.

THAT Mr. W. Rigby has left Weiner's and joined the printing department of David Allens.

THAT there are few men in Fleet Street, whole-hearted as their activities have been, who will not heave a sigh of relief when this week is out—and the Bart's grand total is within computation.

THAT a good selling line at the Bush House auction sale for Bart's was a sealed envelope containing paper money sent by a contributor who specified that same be offered to the highest bidder, who found the contents were a five pound note and a halfpenny stamp.

THAT certain representatives of the British working man are now busily engaged on "doing up" the new premises of the Fleet Street Advertising Club so that the opening will not be much longer delayed, and—

THAT a date next month has been fixed for the first gala dinner and dance night of the season, which should give opportunity for celebration.

Put Ideas in your campaign It sells in the home



Advance booking is always essential

## for "PUNCH"

—"the paper that is England"

Orders for space during 1927 are now being arranged daily

MARION JEAN LYON,

Advertisement Manager, "PUNCH"

80 Fleet Street, London.

E.C. 4



## Reflect

on what the 'Sunday Pictorial' of fers to advertisers.

The Sunday Pictorial offers you the entree into considerably over two million better class homes. Its readers comprise practically the whole of the worth while class.

From this enormous and essentially "quality" circle of readers the possibilities for advertisers are *unlimited*. A moment's reflection will prove the indispensability of the Sunday Pictorial to all advertisers wishing for the *best* results from the *best* people.

Reflection is a double-edged word—but there never has been, or can be, any reflection on the Sunday Pictorial either as a newspaper or as an advertising medium.

It is the *sound* paper for *sound* people, producing *sound* business to its advertisers,

The Sunday Tictorial
NET SALES CONSIDERABLY OVER 2,000,000 COPIES WEEKLY

A Campaign in Itself

Specimen Copy, Rates and Full Particulars will be sent on application to SIDNEY D. NICHOLLS

ADVERTISEMENT MANAGER,
Geraldine House,
Rolls Buildings,
Fetter Lane,

'Phone: Central 3440 (10 Lines)

Telegrams: "Sunpicad, Fleet, Londor."

#### AUTUMN **APPROPRIATIONS**

INCLUDE THE **OLDHAM** CHRONICLE THE ONLY NET SALE PAPERS IN THAT AREA. dvertisers

**OLDHAM** CHRONICLE **ADVERTISE** IN INDUSTRIAL

OLDHAM.

Vol. 52

FRIDAY, OCTOBER 22, 1926

No. 698

### The 1927 Convention and Exhibition

To be held in London—Proposals Approved at Annual General Meeting— Empire Trade Development to be the Theme

**HE** next Advertising Convention will be held in London in July of next year, and in conjunction with it there is projected a great Advertising Exhibition.

This was agreed at the annual general meetings of the Council and of the members of the Advertising Association at the Hotel Cecil on Friday last. And the suggestion of Mr. W. S. Crawford that the main theme of both the Convention and the Exhibition should be the development of inter-Imperial trade

was also agreed to.

The concrete proposal for the joint enterprise was put forward by a sub-committee of the Council which had gone very thoroughly into the whole question of the future activities of the Association. Mr. J. C. Akerman, who moved the motion on behalf of the Committee, explained that it was seven years since the last advertising exhibition was held in this country. It was, they submitted, of first importance that a venue thoroughly suitable to the enterprise should be found, and the sub-committee were in a position to report that it was possible for the Association, if action were taken immediately, to obtain a lease of Olympia, which would enable the Convention and the Exhibition to be held there during the week beginning July 11. They felt that the organisation of such an undertaking would be a gesture really worthy of British advertising. He presented a report of statistics as to expenditure and estimated income, and an outline of the scheme for the organisation of the exhibition, in the course of which the subcommittee strongly recommended that the Association should endeavour to obtain the co-operation of Sir Lawrence Weaver.

Mr. Stuart A. Hirst seconded the proposal of the sub-committee.

The suggestion that the exhibition should be held in London appeared to him, as the representative of the Leeds Club, eminently desirable, and if held in the capital he felt that it would be many times more successful than if held in any other part of the British Isles.

#### THIS WEEK'S PAPER

A. A. Annual Meeting

New Officers elected and 1927 Convention Plans settled

The New President's Address

Mr. McCurdy on Improving the Status of the Profession

An Outline in Advertising by H. G. Wells-by Cecil Chisholm A review of "The World of William Clissold "

Fruitful Campaign to Interest Children—by W. S. Strachan Story of the Banana Competition

A 15,000,000 Market that is Hardly Touched

Methods that Sell in East Africa

And all Regular Features

Advertising

Ad. News in Brief Publication Notes and News Club Notes Current Advertising We Hear, etc.

THE ADVERTISER'S WEEKLY

66, Shoe Lane, London, E.C.4.

hibition could only be held to advertise advertising where it would reach the greatest community, and that place was London. Mr. Walter Henman (Birmingham), Mr. Robert Clyde (Ulster), and Lt.-Col. H. C. Millican (Newcastle) warmly sup-ported the proposal on behalf of their respective clubs.

Mr. W. S. Crawford urged that an advertising exhibition in the coming year should deal with the problem of Imperial trade from all aspects. The great leaders of the country would be only too willing to take part in such an effort. The more that they in the advertising profession could do to educate the leaders of the Empire on the benefits that advertising could offer the better for the country's trade. It was the task of the profession to set everyone talking of buying within The next British the Empire. Advertising Convention could be an Empire Conference for the development of Empire trade, and he suggested that as the theme of the Convention and Exhibition.

Lt.-Col. Lawson, summing up the discussion said that it appeared to be generally agreed that London should be the scene of the next Convention and that the new committee should be instructed to endeavour to arrange the suggested exhibition. Invitations for the 1927 Convention had been received from Bath, Torquay, Margate and Brighton, but in view of the opinion in favour of a Metropolitan gathering it was proposed and agreed that these invitations should be deferred for consideration another year.

The proposal to hold the Third British Advertising Convention in London in July, 1927, and to endeavour to organise in connection therewith an Advertising Exhibition was agreed to nem con. One or two members present did not vote.

## The Annual General Meeting

### New Officers Elected for the Coming Year

All Convention Organisation to be Done by Headquarters – Club Executives' Session Next Month—Glasgow and a Rumour

T the Annual General Meeting of the Council of the Advertising Association, held at the Hotel Cecil on Friday, October 15, the Rt. Hon. C. A. McCurdy, K.C., was elected President for 1926-27, in succession to Lt.-Col. E. F. Lawson.

Mr. Philip Benson was elected Hon. Treasurer in succession to Mr. Arthur Chadwick.

Mr. W. H. Hartley was elected Hon. Secretary in succession to Mr. Andrew

The ballot for the election of a new Executive Committee resulted in the election of the following:

Mr. Andrew Milne.

Mr. T. B. Lawrence.

Mrs. Ethel M. Wood.

Alderman Chas. Pascall.

Mr. Thomas Russell.

Sir William Veno.

Mr. Philip Emanuel. Mr. Gerald France.

Mr. S. H. Perren.

Mr. Stuart Hirst.

The following members of the Council were present at the general meeting:

H. C. Millican (Advertising Club of Newcastle-upon-Tyne); Robert Clyde (Advertising Club of Ulster); Wareham Smith (Aldwych Club); Ian Macpherson (Assn. of British Advertising Agents, Inc.); Alderman Chas. Pascall (British Poster Advertising Association); W. A. Cooke (Business Research Assn. of Gt. Britoin). Alfred Langley (Endosyntion of Britain); Alfred Langley (Federation of Master Printers); A. E. Dent (Federation of Master Printers); A. E. Belt (Federation of Master Process Engravers); F. W. Slaughter (Fleet Street Club); Arthur Chadwick (Inc. Sales Managers' Assn.); Thomas Russell (Inc. Society of Advertised in the control of the control o tisement Consultants); Sidney H. Perren (Press Advertisement Managers' Assn.); Walter Henman (Publicity Club of Birmingham); Albert Smith (Publicity Club of Bradford); Douglas Duncan (Publicity Club of Cardiff); A. McKenzie (Publicity Club of Glasgow); Stuart A. Hirst (Pub-Club of Glasgow); Stuart A. Hirst (Publicity Club of Leeds); Andrew Milne (Publicity Club of London); Sir William H. Veno (Publicity Club of Manchester); W. Raymond Derwent (Publicity Club of Nottingham); Philip Emanuel (Regent Advertising Club); J. Presbury (Screen Advertising Association); T. B. Lawrence (Thirty Club of London); Mrs. Ethel (Thirty Club of London); Mrs. Ethel M. Wood (Women's Advertising Club of London); Mr. J. C. Akerman, Mr. Horace Imber, Mr. Murray Allison and Mr. W. S. Crawford (co-opted members) also attended.

THE NEW PRESIDENT



The Rt. Hon. C. A. McCurdy, P.C., K.C.

The WEEKLY is informed that in the course of a private discussion by the Council of the question of the organisation of Conventions the provincial delegates supported the proposal that in all cases the work of organisation should be undertaken by headquarters and that this work should solely be done by London, while all hospitality work and social arrangements should be looked after by the host Club in the case of a Convention in a provincial centre.

The new arrangement was agreed to by the Council unanimously.

Mr. Horace Imber informed the Council that the National Vigilance Committee wished to retire in a body and that a new committee should be formed. His own reasons for retiring, he explained, were partly physical, but he also felt that he might not be looked on as thoroughly impartial, and he would suggest that the personnel of the Vigilance Committee be drawn from members of the various newspaper Associations and Societies.

The annual general meeting of

members of the Advertising Association followed.

Lt.-Col. Lawson reported to the meeting the results of the morning's meeting of the Council and the election of officers, the choice of London for the next Convention and the

proposal for the Exhibition.

Mr. Andrew Milne, dealing with Club development, announced that arrangements were being made to hold the Club Executives' Session which was abandoned with the rest of the Blackpool programme, in London, on a date in November. All the Clubs had expressed their willingness to

send delegates to the Session.
Col. Lawson then introduced his successor, Mr. C. A. McCurdy. His speech is reported on p. 122.

Mr. A. McKenzie, representing the Publicity Club of Glasgow, asked permission to make a statement.

"There is no truth," he said, "in any rumour which suggests that we in Glasgow wish to adhere to a move-ment for a new Association. Any movement that has been initiated has no recognition from Glasgow."

The statement was received with

Votes of thanks were passed, with acclamation to Mr. Arthur Chadwick, the retiring Hon. Treasurer, and to Mr. Andrew Milne, the retiring Hon.

Mr. T. B. Lawrence said he had been asked by Mr. Harold Vernon, who was unexpectedly called away from the meeting, to express the Association's great appreciation of the retiring President's term of office. He had put in an enormous amount of work, not work that was seen in public, but work that was done in private Sessions and in private conferences. Perhaps the least spectacular, but the most important of his tasks had been the evolution of the constitution of the Association and the launching of it.

Mrs. Ethel M. Wood, in seconding the vote of thanks, said that both Colonel and Mrs. Lawson had won the personal affection of every single member of the Association.

Colonel Lawson, after acknowledging the passing of the vote of thanks, asked to be allowed to move a special vote of gratitude to the Manchester Club and all those responsible in Lancashire for the arrangements made for the Blackpool Convention. Mr. Chadwick seconded, and the vote was passed unanimously.

Colonel Lawson's last act, as President, was to accept, on behalf of the Association, the lectern presented by Mr. W. T. Day on behalf of the Pioneer Press of India, for the use of the

Association at its meetings.

# of the Advertising Association

THE report of the Executive to the Council Meeting was presented by Lt.-Col. E. F. Lawson, the President. He said:—

This meeting is the first Council Meeting held since the formation of the Association. But for the general strike it would have been held at Blackpool at the beginning of

May last. I do not wish to go into an historical account of the origin of the Association as the facts are well known to all of you and will content myself with saying that it was absolutely necessary that a definite constitution should have been given to the organisation that was then carrying on as District 14 of the Associated Advertising Clubs of the World. It is interesting to note that in America where the Club movement is very much more highly developed and better understood than it is here, it was felt that the Associated Advertising Clubs of the World was an unsatisfactory title and the present organisation has now altered its name to the International Advertising Association.

Equally I feel that no useful purpose is here served by discussing the circumstances of the abandonment of the Convention at Blackpool. The coal strike itself would not have interfered with the holding of the Convention, and I do not think that anyone could have foreseen the general strike. Personally, I have no doubt about the wisdom, and, indeed, the inevitability of abandoning the Convention. It was a decision agreed to by a vote that was practically unanimous. I occasionally meet diehard criticism even now on the grounds that we should have carried on as a "demonstration." I agree that it would have been a demonstration, but I submit that it would have been a demonstration of ineptitude unparalleled in the history of national crises. It was not a decision that was rashly come to; it was a very serious matter for the Association to be compelled to abandon the first Convention held under the auspices of the new organisation. The preliminary work had been done, and it was intended to launch the new organisation at Blackpool, to establish it on a firm financial basis, and to have a thorough consultation of its constituents as to future policy which it is only possible to secure at such a meeting as a Convention.

#### Thanks to Manchester.

I should like to express to the Publicity Club of Manchester our very keen disappointment at the unfortunate ending to a Convention which showed such wonderful promise and our very warm gratitude for the welcome they gave us and the arrangements which they made on our behalf.

The programme committee under the very able chairmanship of Major Percy Burton had arranged a programme which for interest and promise of usefulness has never been surpassed by any business gathering in this or any other country, and the incidence of the general strike, which was so disastrous to so many industries and professions, was a very severe blow to all who have at heart the

# Executive's Report to the Council

Changes in Internal Organisation—Cost of Vigilance Work— New Finance Committee Personnel—Convention Plans





Mr. T. B. Lawrence Mr. W. H. Hartley

cause of progress in the kindred professions of advertising and selling.

After Blackpool we were plunged into the general strike, and the disorganisation of trade and industry which followed it, and normal conditions were in no way established at the time of the Philadelphia Convention of the A.A.C. of W. Several executive committee meetings were held to discuss the question of holding either a complete or partial Convention, and it was felt that until the strike was settled the time was inauspicious for a meeting on a large scale to discuss and consider advertising and selling questions.

Investigation

At the last committee meeting before my departure for Philadelphia, it was decided to appoint a special sub-committee to investigate the management, activity and financial position of the Association. An exhaustive report from this sub-committee was laid before the executive committee, and I will make certain extracts which deal with all the main points reviewed.

With regard to the Vigilance Committee they recommended that the vigilance work should be under the direct control of the general secretary. They suggested that all correspondence and printed matter should be conducted on the letter paper of the Association and that bulletins should be compiled in as concise form as is compatible with the retention of interest. The sub-committee carefully considered the report of the National Vigilance Committee.

The committee investigated the source of the inquiries referred to, and it was found that the majority of these emanated from newspapers who were seeking guidance as to the desirability of accepting or refusing advertising offered.

Many newspapers have inquired two or three times, and altogether 190 different newspapers have sought the services of the vigilance committee. In addition to the inquiries received from newspapers, about sixty advertising agencies have sought advice, and the remaining inquiries have been from trade associations,

advertisers, solicitors and members of the public, and on one occasion an inquiry was received from the police.

was received from the police.

The committee asked for and obtained a list of the newspapers who had sought information, and an examination of the list showed that with few exceptions, the papers who had made these inquiries were not subscribing to the Association.

were not subscribing to the Association.

The result of this examination of the activities of the vigilance department satisfied the committee that the Association had an invaluable asset in the activity which had been built up during the last twelve months, and which if properly exploited, should enable the Association to raise not only sufficient revenue to maintain the vigilance work, but also to place the Association on a sound financial basis in respect of its other activities.

**Finance** 

With regard to finance it was felt that the hon. treasurer had not received from the finance committee the support to which he was entitled, and it was recommended that the finance committee should be reconstituted on more representative lines.

The question of the ability of the present organisation to carry on a plan of raising revenue was considered, and it was felt that this work could only successfully be handled by an individual who was well known in the publishing and advertising business, and who could meet the heads of enterprises and by interviewing them secure subscriptions to the funds of the association.

Vigilance

It was felt by the sub-committee that the duties of secretary of the Association and the secretary of the Vigilance Committee should without question be in the hands of one individual, it being agreed that such an appointment would remove the possibility of the vigilance work being conducted as a separate department, and would make the general secretary fully conversant with all the activities of the Association and thus enable him to approach all parties benefiting by the work of every side of the Association's activities to subscribe to the funds of the Association.

The sub-committee made two special recommendations affecting committees of the Association.

Speakers' Bureau.—The committee recommended that the chairman be invited to co-opt three members to his committee.

Propaganda Committee.—The minute book showed that the propaganda committee had not met, and it was recommended that this work should be undertaken by the general secretary.

taken by the general secretary.

In reviewing the work of the Association and its previous activity as District 14 of the A.A.C. of W., the committee felt that

(Continued on page 145)

# New President's Address to the Association

Improving the Status of the Profession—More Publicity Clubs Wanted—Creating Public Confidence

Mr. McCurdy, in his address to the meeting of the Association, said:—

"I shall not feel happy at the end of my term of office if I cannot feel that during the year the Advertising Association has made very definite progress in the good work that has been done in the past year in improving the status and raising the profession of advertising in the estimation of the general public. I am satisfied that no profession is better conducted or doing more useful service to British trade. We could do still better service if our work were better understood.

"There is important work still to be done in the creation of provincial centres. I have been privileged to address Publicity Clubs up and down the country, and in each case I have been impressed, not only by the numbers attending the meeting but by the interest shown and by the keenness with which the discussion has been carried on after the principal speaker had finished.

**Blows to Prosperity** 

"In regard to the work of another branch of ours—that of the National Vigilance Committee—I would say that the misleading advertisement which destroys the confidence of the public is the concern of every publicity man throughout the country. The growth of confidence means that advertising outlay will increase and will give larger and larger returns to the advertiser. Any blow, however obscure, at public confidence in advertising is a blow to the prosperity of trade generally.

"I am glad to see that there was a unanimous decision to hold the 1927 Convention in London and to make it an Advertising Exhibition. The brief and business-like speech of Mr. Akerman setting out the proposals of the sub-committee, his exposition of the cost to be incurred and his suggestions for the nucleus of an efficient personnel gave me, personally, a feeling of great confidence that the scheme is a businesslike one and should be well within our power to carry out. It will have to be an exhibition, not merely of a technical character, but an exhibition linked up with the problems of trade development within the Empire. That will give it a more general and generous appeal than if we merely went out to provide an exhibition of adver-We must obtain the cooperation of leading advertisers. How better can we exhibit the technique of advertising and the success that attends a properly devised publicity

scheme than by taking examples in the concrete, by staging specific products which have been the subject of successful advertising campaigns and showing the public how professional skill has borne satisfactory fruit.

"That, it seems to me, would facilitate the work of your organising committee as regards exhibits. The combination of a Convention and an Exhibition to which visitors from all parts of the Anglo-Saxon world would be attracted will, I think, make it easier to attract the public interest that we want. If we determine by our Exhibition to give real help to the plans now being developed for the extension of inter-Imperial trade, we shall at least merit and shall, I trust, receive the powerful support of the Government, of the Commissioners General of the Dominions and of the Dominion Governments

"The scheme fills me with quiet confidence. It ought to be a great success and give great advertisement to British trade and British adver-

tising generally."

# An Outline in Advertising by H. G. Wells\*

Sir Richard Clissold, Advertising Agent—Novelist Discusses Modern Advertising for 60 pages—Some Fine Sayings— Generous Appreciation

By Cecil Chisholm

T last advertising has found its prophet. In rather an unlikely quarter. For Mr. Wells wrote the most scathing of all the fictional satires on advertising—in Tono-Bungay. You remember how Edward Ponderevo and his nephew set out "upon this bright enterprise of selling slightly injurious rubbish at one-and-three-halfpence and two-andnine a bottle, including the Government stamp." They made Tono-Bungay hum. And in return it brought them both wealth, power and position.

them both wealth, power and position.
"Tono-Bungay," says George Ponderevo bitterly, "carried me to freedom and powers that no life of scientific research, no passionate service of humanity could ever have given me . . . . "

Sceptical Tone

You remember too the distinctly sceptical tone of the writer towards all advertising, quite apart from the patent medicine quackery of the Ponderevos. It was written, if I mistake not, during Mr. Wells' Fabian phase. There ran through Tono-Bungay that same high hope which used to edge Mr. Webb's pen—I had almost written scalped—the belief that goods, if once soundly made of good materials, will in some mysterious way distribute themselves among the world's eagerly waiting buyers.

"You must remember," remarks Mr. Wells, "that his were the days before the *Times* took to enterprise and the vociferous hawking of that antiquated *Encyclopædia* (the perfect Clare Market tone that!). That alluring button-holing, let-me-just-tell-you-

\* The World of William Clissold. By H. G. Wells. 3 Vols. (Benn.) 7s. 6d. each. The writer refers throughout to Vol. 2, which may be purchased separately.

quite-soberly-something-you-ought-toknow style of newspaper advertisement, with every now and then a convulsive jump of some attractive phrase into italics, was then almost a novelty."

There speaks surely the critic of advertising in general as well as of *Tono Bungay's* in particular. The things should sell themselves, confound them!

Almost the first words of William Clissold pulled me up with a start. (William Clissold is talking with his elder brother, Richard.)

"It is no good inventing things if you do not get people to make use of them," said Dickon, coming up to the surface, so to speak, after a profound meditation.

"No," said I, not in the least aware of his drift.

"There's no money in anything until people have been told of it."...

"I suppose new things have to get sold, I said." (O! Shade of Mr. Webb!)

"Exactly. And you have to make people want them." "... advertising."

Was the function of advertising even better put—or in fewer words?

So Dickon becomes an advertising man. At twenty one he fixes up his first contract—for Milton's Silver Guinea Watch. He makes a success of it with the middle class. Then the Waltham Watch comes, "ticking very loudly from across the Atlantic." Milton is forced into the quality field. They turn to the making of "watches that are beautiful and intimate."

#### A " Punch" Ad.

Considering a Milton page in *Punch* William is moved to reflection.

(Continued on page 128).

# Fruitful Campaign to Interest the Children

Novel Plans for Advertising Bananas—Competition that Brought 42,000 Entries— 20,000,000 Newspaper Circulation Secured

By W. C. Strachan

OW that the banana educational competition has closed, it is rather interesting to analyse carefully the scheme which appeared throughout the country during the early months of the year.

Messrs. Elders and Fyffes, Ltd., the well-known banana shippers, launched a campaign to let the public know more about bananas and their chief food value. The purpose of the campaign, while it had of course a selling aim, was primarily to spread information with regard to the food and health value of bananas, and in particular, the benefits to be obtained by buying and keeping bananas in a perfectly ripened condition. The householder was to be taught how to buy bananas in the "hand"—and how to care for them during cold weather. The public generally were urged to make bananas a regular part of their daily diet.

#### Cash Prizes

Cash prizes to the value of £1,215 and 1,000 other prizes were offered in localised areas for the best answers to nine simple questions sent in by children under sixteen. The medium for this educational work was provided by the competition for children, which was, in the first place, intended to be an essay competition. The competition, along with the rest of the campaign was given a great deal of thought in planning, and it was decided that the essay competition could be simplified and made to take the form of nine simple questions, which eliminated any need for literary composition, but left plenty of room for display of actual knowledge. The questions were approved by a very high educational authority as being perfectly designed to produce the results aimed at, and a board of independent judges was set up consisting of Mr. Sidney Walton; Mr. E. H. Allen, Editor of the *Teacher's* World; Mr. Harvey H. Mason, Editor of the Fruit, Flower and Vegetable Trades Gazette, who were later joined by Dr. Alexander Irvine, the eminent lecturer and traveller.

The examination paper asked simple though stimulating questions about geography, botany, science and health. Some of the questions which were

asked were :-

Where do bananas come from and what kind of climate are they grown in?

What effect has the English climate on bananas?

In what condition do bananas arrive in England? What has happened to them on the journey, and what will be done with them in England before they reach

If you are offered green or greentipped bananas, what ought you

What makes bananas change colour? What are the reasons why everybody -people of all ages-should eat bananas regularly and often?

A great deal of labour was eliminated in classifying the entries by the use of

Daily News Daily Telegraph Daily Mirror Daily Sketch Daily Graphic Empire News Weekly Dispatch Daily Dispatch Manchester Evening Chronicle Yorkshire Evening

Post [News Yorkshire Evening

The Scotsman Plymouth Western Evening Herald London Evening News [Standard London Evening Sunday Chronicle Sunday Express Birmingham Mail Birmingham Evening Dispatch Yorkshire Evening Telegraph& Star



Sixty-five papers carried the banana advertising to 20,000,000 prople

a coupon and a district number which was noted on the envelope, with the result that 42,000 entries could be sorted into districts day by day without the neccessity for opening the envelopes. In this way also entries went to the judges intact.

Poster advertising ran continually through the whole of the campaign in every town in the British Isles having a population of 50,000, and more than 700 Press advertisements covered the country morning and evening every day for eighty-four days.

#### 20,000,000 Circulation

The backbone of this educational campaign for bananas was an appeal to the country in a series of powerful national and local newspapers, with a combined daily circulation of over twenty million copies. The spaces used were series of 11 by 3, 9 by 3, 3 by 3, and 4 in. double columns. The following newspapers carried this advertising:

Daily Mail Daily Express Daily Chronicle

Daily Herald Westminster Gazette

Nottingham Even- Sheffield Mail ing Post Nottingham Evening News Hull Daily Mail Hull Evening News Liverpool Echo Liverpool Express Bradford Daily Telegraph Bradford Evening Argus Bristol Evening Times and Echo Bristol Evening News Newcastle Evening Cork Examiner Chronicle Leicester Mercury North Eastern Daily Gazette Southampton Southern Echo

Mail

Belfast Telegraph Irish Independent Cork Evening Echo South Wales Echo Portsmouth Even-South Wales Evening News and ing Express Southern Daity South Wales Daily

Post

Belfast Newsletter

Eastern Evening

Glasgow Evening

Glasgow Evening

Edinburgh Dis-

ing News

Telegraph

Herald

Irish Times

Dublin Evening

Edinburgh Even-

Dundee Evening

Times

News

patch

News (Norwich)

(Continued on page 147).

## 15,000,000 Market That is Hardly Touched

The "Way in" for the East African Trade-How to Attract the Native-Suggestions for British Manufacturers

(From a Special Correspondent)

THE markets of the Sudan, Tanganyika, Kenya, Uganda and Nyasaland have a trade of £80,000,000. Imports are roughly £15,000,000, and the percentage of British trade is about 55 per cent. right through. It could be made a great deal more, if only British manufacturers would study the local conditions.

Practically the whole of the motor trade is American, and the U.S.A. do a large slice of the agricultural machinery and tool trade. There are:

In Nyasaland and Portuguese East Africa 450 miles of railway.
In Tanganyika 1,000 miles of rail-

way; 300 miles of lake transport.

In Kenya and Uganda, 1,150 miles of railway, 1,500 miles of ship transport on the great lakes.

In the Sudan, 1,700 miles of railway, 2,000 miles of Nile river transport.

The white population is about 60,000; educated native and Indian population, 650,000; native population 15,000,000.

Hardly Scratched
The native market has hardly
been scratched as yet. Native produce in Kenya and Uganda and the Sudan has trebled itself in the past two years. Native produce to the extent of £12,000,000 a year is being exported, and as the native has money to spend his wants become greater.

It is interesting to see him in the short space of three years pass from the blanket stage. (By blanket, I mean his only clothes were a cheap

cotton blanket wrapped around him day and night.) To-day he has khaki flannel shirts, khaki drill coats and shorts or tweed suits, boots, caps, helmets, safety razors, bicycles, knives, golf hose, socks, overcoats, mackintoshes, etc. As he makes his money he spends it; and he is the most conservative customer in the world. Once he finds a good article, The Raleigh Cycle he sticks to it. Co., the Deitz Lantern Co., Shell Co., British American Tobacco Co., Gillette Razor Co., could all tell you how they have attracted and kept a fine native trade by producing a good article and keeping it in front of the native.

Railway Advertising

Most of these firms and many others adopt colour advertising by plates on the railway stations, and by pictures in the railway carriages either of a brand or the article itself to attract the attention of the native, and several very successful campaigns have been carried through.

The British American Tobacco Co. have a fine picture of a native boy blowing smoke from his cigarette. This picture has as its foundation a mirror, and has been most successful. The Shell Co., to popularise its paraffin, or kerosene oil as it is called out in Africa, adopted the same device, the picture of a happy little native lad pouring this silver oil into his hurricane lamp, showing the brand of paraffin, "Crown" brand, all on a framed mirror placed in every third-class carriage. It has brought

large increases in sales throughout Kenya and Uganda.

Other British manufacturers have framed show-cards giving particulars of their goods and a short description in the native language.

Journeys by these trains are from 24 hours to 48 hours, large carriages with a capacity of 100 to 150 generally packed. There is generally some native who can read, and he loves to air his own learning in front of his brothers. The advertisement loses nothing

through his explanation to his less learned.

#### Posters No Good

Posters are no good in these regions for outside advertising. They fade quickly, and the native cannot keep his hands off them.

Tin plates, again, fade and look dreary, faded and dull in a few months.

For outside advertising in this fierce sunlight, enamelled iron plates are the only satisfactory means of display. The best colours are yellow and black, dark blue and white. Greens and reds are not so good; they fade before the other colours above mentioned.

Natives love looking at pictorial plates, and spelling out what they all

#### ARE WOMEN BETTER EMPLOYEES ?

SIR CHARLES HIGHAM, speaking at the Soroptimist Club in London last Thursday, on "Are Women better Employees than Men" said that he had found that women, in the main, were better employees than men.

"To-day," he said, "women in business are more energetic, more thorough, more loyal than men. In twenty years' time, if men do not pull themselves together, women will dominate all branches of the

women will dominate all branches of the business world. In my own business I am placing women in positions formerly occupied by men. Eighty per cent. of my employees are women. I believe in an equal wage for women as formen."

HOLLAND is the easiest market in Europe for British goods. Easy to sell there because British goods are popular.

Easy to enter because freight costs and import duties are low. Easy to learn about the requirements of the Dutch market because our merchandise research department is at your disposal. A post-card sets it working for you.

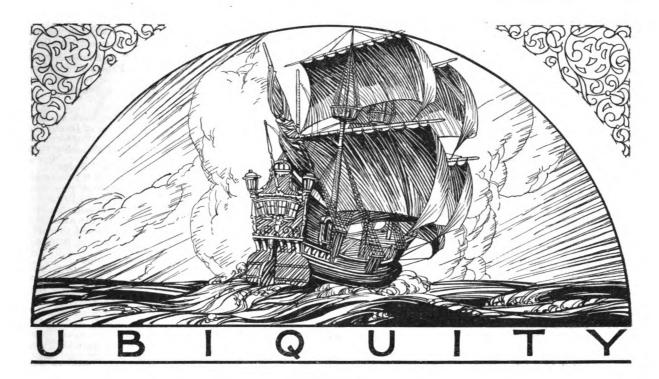
- "Algemeen Handelsblad" (Amsterdam)
- "Nieuwe Rotterdamsche Courant" (Rotterdam)
- "Nieuwe Courant" "Het Vaderland" (The Hague)
- "Wereldkroniek" (Holland's Leading Weekly)

U.K. Representatives :-

THE OVERSEAS PUBLICITY & SERVICE AGENCY, LTD. 9, QUALITY COURT, CHANCERY LONDON, W.C.2. LANE,

'Phone: Holborn 5628.

Managing Director-G. D. YOUNG.



O plant a salesman in every corner of the known world would be impossible. Yet the same result can be achieved, at a tiny fraction of the cost, through a regular advertisement in The Times Meekly Edition—which is the overseas edition of The Times.

There is hardly a spot, remote or inaccessible, where the English language is read or spoken where it does not have its readers.

As the most representative English overseas newspaper it goes to those

who have a natural preference for goods of English production.

The best evidence of value of The Times Meekly Edition to the advertiser is that many firms are still using it to-day whose announcements have been appearing regularly for 10, 20, 30 years, and even longer. They include many of the most famous manufacturers and retail houses in Great Britain, who have proved that Meekly Edition The Times is the key to the vast overseas market for British goods.

The Times
Une Cintes
Uneekly Edition

PRINTING HOUSE SQUARE LONDON E.C.4

#### News ın

I.S.M.A. Plans Changed-Latest in Film Publicity-Tyneside Campaign-New Appointments

#### Printers' Pension Festival

Viscount Burnham is to preside at the 99th anniversary festival of the Printers' Pension Corporation, on November 16.

#### Change of Address

Arthur Hentschel Studios, Ltd., have removed to new premises at 30, Holborn, London, E.C.1.

#### Altered I.S.M.A. Plans

Sir Harry Brittain is to address the Incorporated Sales Managers'Association, November 3, at the Princes' Restaurant, instead of on October 21. This will be a dinner dress meeting. The regular Third Thursday Business Dress Dining meeting will take place on October 21, at the Old Colony Club, Aldwych. Lord Beaverbrook is addressing the members of the Old Colony Club on that evening, and the management has invited the I.S.M.A. to join them in the lounge after dinner to listen to the speaker's talk on " Advertising."

#### Fleet Street and Advertising Club

The Committee have pleasure in announcing that the above club will be opened to members, in their new premises at 8, Cursitor Street, Chancery Lane, on Monday, November 1. Any members and prospective candidates can inspect the club-house whenever they are passing. All applications for membership should be made to Mr. Fred Slaughter, hon. secretary, 3, Cursitor Street, E.C.4.

#### 60 per Cent. from Advertising

The Alliance Printer, Cardiff, quotes Mr. Robert J. Webber as saying that, roughly speaking, a newspaper receives about 60 to 70 per cent. of its revenue from advertising, and the balance from sales. This figure is also the one given by Lord Beaverbrook in his lecture to the Publicity Club of London, which was reported fully in the WEEKLY.

#### £5,000 Tyneside Campaign

Newcastle-on-Tyne City Council is recommended by the Finance Committee to approve of the principle of holding a Tyneside Industrial Exhibition in 1928. It is proposed to raise £5,000 for an advertising campaign to push Tyneside, and at a conference, Mr. W. M. Teasdale, advertising manager of the L.N.E.R., outlined the "methods of attack" available. It is proposed that corporations and urban district councils on Tyneside will raise 25 500 of the total side will raise £3,500 of the total.

#### Latest in Film Publicity

Next Wednesday, October 25, is the date fixed for a review of the latest methods of film publicity, to be given at the Rialto Theatre, Coventry Street. The opening item of the programme, which will commence punctually at 11.15 a.m., will present the argument for film publicity in a photoplay specially produced for this occasion, and introducing a novelty in film production to be shown for the first time in public on any screen. vitations to this exceedingly interesting display can be obtained from Publicity Films, Ltd., who are organising the event.

#### Change of Appointment

Mr. Charles H. Johnson has severed his connection with the Yorkshire Observer, Bradford, and has joined Mr. Eli. Hirst, of the Cleckheaton Guardian.

TALKED OF THIS WEEK



# **MESSAGE SHOPPING**

BRITISH First!

#### What buying Empire Goods really means

On the eve of a national Empire Campaign, it is desirable to issue a clear and emphatic statement upon what Empire goods are, and what you are asked to do in regard to them.

Buying Empire goods means buying the produce of your own Country and of the Empire Overseas instead of the produce of foreign countries.

#### What, then, are you asked to buy?

First, there are the commodities produced both at home and in the Empire Oversear-such as wheat meat, butter and cheese, apples and fash. Secondly, there are the commodities which in any case cannot be produced at home, such as tea, coffee, rice, many fruits, witnes, etc., or which, like sugar and tobacco, are grown only on a small scale here, but can be supplied by other parts of the Empire.

All you as absoluted.

ner pairs to tight complete.

All you are asked to do, when you are satisfied with
e quality offered and the puze asked, is to choose goods
oduced at home or within the Overseas Empire in deliberate
eference to goods of foreign origin.

#### Support your own Best Customers

ear the Nations of the Empire Overness spent the sum of nearly £335,000,000 on goods produced in d Kingdom.

Left year of nearly £333,444,444 the tenormous sum of nearly £333,444,444 the tenormous sum of nearly £333,444,444 the tenormous sum of nearly £333,444,444 the Empire yourself.

Every time you buy Canadian salmon, Australian fruit, New Zealand lamb, South African wine, Indian tea, you are dealing with the very people who go out of their way to spend money on the goods made in your own country, and so to create employment, pay wages and increase prospectify here.

### Buy EMPIRE GOODS

ASK-IS IT BRITISH?

The first Empire Marketing advertisement which appeared this week

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#### £2,000 Church Campaign

Mr. E. Kingsley Belsten, advertising manager of Wolsey Hall, Oxford, who was one of the founders and hon. development secretary of the Publicity Club of Oxford, has resigned his office in the latter body. He has become hon, secretary of a £2,000 appeal on behalf of a local church, in connection with which he hopes to demonstrate the value of modern methods of publicity.

Rate Cards Wanted Mr. John V. R. Napier, 95, St. George's Street, Cape Town, South Africa, wants specimen copies of English periodicals and rate cards, with circulation figures.

"South Africa" in South Africa

Mr. C. Sperrin Palmer has undertaken the entire commercial representation of South Africa in the Union itself.

#### "Wembley" Berks

In a paragraph last week we inadvertently gave the address of Hazell and Co. (Publicity), Ltd., as Wembley, Berks, instead of Hazells of Wembley Park.

#### A "Come to Britain" Point

Mr. A. M. Samuel, M.P., Secretary for Overseas Trade, last week presented the originators of the Come-to-Britain movement with an idea. He said that arrangements should be made for American and other visitors to be allowed to visit more of the beautiful gardens of Britain.

N.A.B.S. Votes Wanted
As previously announced in the
WEEKLY, the National Advertising Benevolent Society's election for six pensions is being held on Thursday, October 28. More than half the voting papers have already been returned, but those who have not returned their papers should do so at the earliest possible moment. Those who have not yet paid their subscription will still be in time to obtain a vote if they send their subscription to 61, Fleet Street, by Monday, October 25.

#### "Wave of Prosperity"

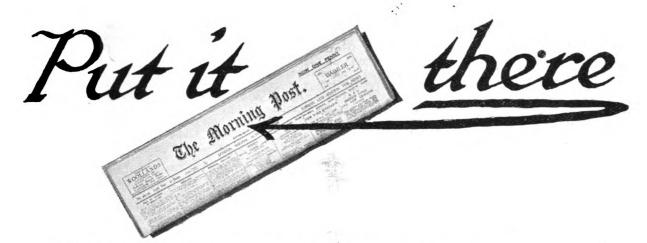
Lord Beaverbrook, in a letter to the Daily Express, announces that the advertising columns of the Daily Express are filled up for the ensuing four weeks. Although the Evening Standard doubled the space available for advertising a month ago, it is now full up with advertisements. Last Saturday the Evening Standard sold a greater number of copies than it has done in the course of its existence. From these facts Lord Beaverbrook deduces that the country stands on the edge of a great wave of prosperity.

#### Film Advertises Cardiff

The beauties of Cardiff are being portrayed on the screen. The first view of the 2,000-ft. film, "Cardiff, the City Worth Knowing," was shown at the Empire Theatre, Cardiff, last week, and served to show what a power it will be in advertising the city. The film is the child of the Cardiff Corporation Development Committee, of which the Lord Mayor (Alderman W. B. Francis) is chairman, and Mr. T. W. Dockett Smith is agent, and is intended as the introductory part of a longer effort that will tell of the city's industries, maritime, mercantile, and manufacturing.

#### Printing Industry Investigation

The Joint Industrial Council of the Printing and Allied Trades has set up a special committee to make investigation into methods of advancing the industry, with a view to giving better service to consumers of printing and improving the position of those engaged in the industry. The committee will be representative of the newspaper proprietors and general printers throughout the country, and of the 23 trade unions in the printing industry. The committee will include Mr. A. E. Goodwin, secretary of the Federation of Master Printers, and Mr. A. E. Holmes secretary of the Printing A. E. Holmes, secretary of the Printing Trades Federation, who are joint secretaries of the Joint Industrial Council.



BREATHING SPACE is a necessity for a well laid out Advertisement. The 18 or 20 pages that the MORNING POST now regularly gives its readers for ONE PENNY mean that the space occupied by Advertisements bears on ideal proportion to that allotted to NEWS.

In the MORNING POST your Advertisement is Seen—and read by those who can afford to respond to it. Include

# The Morning Post

The Complete Quality Penny Daily.

PERCY WATSON, Advertisement Manager, 346, STRAND, LONDON, W.C.2.
Telephone: CITY 1506.

#### AN OUTLINE IN ADVERTISING BY H. G. WELLS .- (continued from page 122)

"I considered the pages of Punch. I know of no other periodical whose pages so exactly catch the tone of the morning-room of a good West-end club.

"There are times," he reflected, "when I almost think of buying a Milton. . . Beautiful and inti-They seem to be firstmate. . .. rate watches"

Here is surely the literary testimonial to sound advertising in the right medium!

Very soon the elder brother becomes a full-fledged advertising agent. Together they search the world of merchandise for new branded articles. Salt is Cerebos: mustard is Colman: what about pepper? "We never got to the bottom of the pepper problem. We decided opportunity was being lost then."

#### Research Instinct

For once (the only time in 60 pages, I fancy) Mr. Wells' research instinct fails him. The reason why no branded pepper covers the world's dining tables is extremely simple. It is impossible to standardise quality in pepper or even to grade it in large quantities, owing to the scattered areas over which it is grown. The Cerebos people, however, do sell a small amount of graded, packaged pepper.

However, it would be churlish to pick holes in what is by far the most dramatic description of modern advertising yet penned. We are given the gradual emergence of technical standards and professional feeling from the early El Dorado scramble after "a good thing." Dickon begins quite cheerfully in the piratical spirit; he meant to "get there" through individualising one product among a class in the consumer's eye at the expense of the others. Let Mr. Wells tell of his, I had rather written our, development.

#### Social Function

"But as time went on and his interests spread and his wealth and power increased, he was obliged almost in spite of himself to reorganise the part that he and his like were playing in the rephasing of human life. They were assisting at a synthesis that was replacing the scattered autonomous various individualism of the past by a more and more intricate interdependent life. He began to think of advertising less

and less as an adventure, and more and more as an integral social function, with obligations and standards of its own."

So we come at a stride to the problems of organised advertising. There is some copy here that will gladden the hearts of Mr. Imber and the National Vigilance Committee.

#### <u>ARRERERERERERER</u> SIR RICHARD CLISSOLD'S **BON MOTS**

Advertising, what is it? Education

What were the Twelve Apostles? Drummers, just drummers. Travelling in salvation

Why did Paul raise his voice in Athens? Because he hadn't a megaphone

If the soap-makers did no more for 16 ) soap than your old Royal Society does for Science, nobody would wash

The voice of print is the voice of od M God

#### ON SELFRIDGE

A great artist! Oh! a great and subtle artist! Some day people will make collections of these Selfridge advertisements

Talking of quick-cure "remedies" for organic diseases, Dickon says: "It's bad for advertising. The advertising world has to sacrifice its black sheep. Has to. Advertisement, Billy, is too big a thing for lying, too big a thing. Much too big a thing. It's the web of modern life; it's the call of the flock. For most people, flat statement in advertisements is warranty, absolute warranty. And it ought to be."

Here is a magnificent salute to the power of advertising, from one of the finest minds of our time. But Mr. Wells goes even further. He suggests that the advertiser will eventually dominate the newspaper. One gathers that he expects the retail advertiser in particular to win some measure of similar control over newspaper policy. In this matter, I scarcely think that Mr. Wells has studied the various sources of newspaper revenue and their relative proportion with sufficient care. However, the prophesy is interesting, and conceivable in certain purely local American conditions.

May I quote finally a little prophecy of Dickon's, not specifically of Mr. Wells. It occurred at a dinner of organised advertisers, and Dickon was a little warmed by champagne and professional fraternity.

"We are the masters of the newspapers and they know it," he had said.
"We and we alone have the ear of the world. We can dictate what shall be known and what shall not be known, what shall exist and what shall not. We can educate the people or degrade the people, exalt right things and humble base things. We can be the guide, philosopher and friend of the common man-working together (at which there was renewed laughter from the organised advertisers).

"Are we never to reach beyond motor-cars and medicines, cigarettes and pickles?"

On which Mr. Wells allows the organised advertisers to laugh Clissold down in speech after speech. Now would they really?

I suggest that the Thirty Club invite Mr. Wells to come and hear Sir Charles Higham on the same subject! fancy I know which speaker would prophesy the harder.

Advertising Levy on Co-ops

At a conference of eighteen Yorkshire societies held at Batley, a committee was appointed to report to the societies and to develop a campaign on lines which have been prepared by Alderman J. Halstead, who is the secretary of the Conference district. This campaign is to be on a continuous and systematic With regard to the cost, it is plan. suggested that this should be met by a levy on all the eighteen societies proportionately to their trade or their membership. This is an innovation which, if successful in this area, will doubtless be generally copied by societies acting jointly in other districts.

Teignmouth's Life-Blood

"Advertising is the life-blood of a seaside resort like Teignmouth," said Mr. F. James, the president, who reported at Teignmouth Chamber of Commerce annual gathering on Wednesday, that 5,000 guides had been distributed, and the Great Western Railway had again been approached with a view to renewing the poster advertising which, it was considered, had done the town a great deal of good. The Teignmouth great deal of good. The Teignmouth Urban Council had supported the committee by granting them £50 each halfyear, but they were looking forward to the time when that sum would be doubled, because they found it very difficult to keep within the limit.



LARGEST AND MOST POWERFUL ADVERTISING MEDIUM—A GREAT NEWSPAPER.



# LIVERPOOL DAILY POST & ECHO.

### CIVIC WEEK EXHIBITION.

15th to 30th OCTOBER. (inclusive).

Tributes to the enterprise of the LIVERPOOL POST & ECHO in organising the Exhibition have been freely bestowed.

#### THE LORD MAYOR.

Referring to "those great journals" the Daily Post and Echo, his lordship remarked that they had an immense circulation and exerted a great influence in Lancashire and North Wales. He wished to add his tribute to the public-spirited work of Mr. Allan Jeans, "the presiding genius over this great enterprise," who had always been ready to come to the assistance of the Lord Mayor in any public matter. Perhaps he might be allowed to praise the work of the editorial staffs of both papers.

#### SIR ARCHIBALD SALVIDGE, (Leader of the City Council).

Proposing a vote of thanks to the Lord Mayor, Sir Archibald Salvidge said: The proprietors and their able staffs had shown their civic patriotism in organising an exhibition which was a credit to two newspapers which, in his opinion, were unequalled in provincial journalism.

They were all proud of the Daily Post and Echo, knowing the influence they exercised, and, as leader of the City Council, he paid his tribute to the great work they had done for the city by organising

that Exhibition.

Mr. F. J. MARQUIS. (President of the Liverpool Organisation) said:—

The organisation of the Exhibition involved great financial risk, but might be a great stimulation to future industrial development. They hoped the Exhibition would be a great financial success; they were sure it would be a great civic success. Mr. Jeans controlled the greatest evening paper in the Empire, and a morning paper which was dear to the heart of all Liverpudlians wherever they went, and both of them, by devoting their energies to the idea of a Greater Liverpool, had placed them all under a great obligation.

The Link to Success in an advertising campaign is the use of sound media. There are no better media in the vast area of the industrial North than the

# LIVERPOOL DAILY POST LIVERPOOL ECHO.

Head Office :-

46-54, Victoria Street, Liverpool.

Telephones: Central 3400 (14 lines).

London Office :-

132-4, Fleet Street, London. Telephones: City 4514 (2 lines.)

NEW YORK CITY: 420 West 121st Street.

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#### NOTES & NEWS

Ireland-First Luncheon Meeting-Visit to Belfast

The first of the season's lunch meetings is due to be held this week-end, when Mr. Young Warren will address the members on "Window-dressing as an aid to Sales." Mr. Young Warren has won several distinctions in window-dressing competitions, so that his address is being eagerly looked forward to. The club has now practically completed its programme for the autumn,

winter and spring sessions, particulars of which will be published shortly. The invitation from the Advertising Club of Ulster to visit Belfast as guests of the Northern Club was accepted with great pleasure, and it is anticipated that there will be a big contingent for the North on November 3.

Cardiff—Advertising must be followed

up by Service
The growth and development of the Publicity Club of Cardiff was well illustrated at the first luncheon meeting of the 1926-7 session at the Royal Hotel, Cardiff, on Tuesday of last week, when an address was given by the president, Mr. H. D. Madden, on "The Advantages of Publicity." Mr. J. E. Emlyn Jones presided.

Mr. Madden said that the advantages of publicity were enormous to individual business providing the publicity was properly utilised and followed up by service. If the service was bad, or absent, it had a boomerang effect.

In a broader sense, towns and cities were vieing one with another by publicity to attract trade, industry, or visitors to their particular districts. The object of such publicity should be the develop-ment of trade and business and wider distribution of rate charges. Corporations, like private business firms, had their obligations to fulfil. It was their form of service to the ratepayers, and it was noticeable that towns with moderate rates and efficient public services were

generally prosperous.

The Lord Mayor, proposing a vote of thanks to Mr. Madden, replied to a question put to the speaker by Mr. Trevor Williams (secretary of the Cardiff Business Club) as to the promotion of a Cardiff Civic Week.

The matter, he said, had been discussed, but the cases of Manchester, where a civic week was about to be held, and Cardiff were different. So widely different were they, that he doubted whether they could make a success of such a venture Manchester could draw on huge adjacent populations and a multiplicity of industries. He would commend to the club the consideration of Cardiff's advantages and facilities as a place of import as well as export, and referred to the assistance of the Great Western Railway in bringing about some notable achievements in this respect.

#### WHAT'S ON

Publicity Club of London, Hotel Cecil, 7 p.m., Monday. "Adver-tising and Health," Sir Wm. Arbuthnot Lane, Bart.

O:ford.—Secretary's Office (5, St. Michael's Mansions, Ship Street), 7 p.m., Tuesday, Annual General

Meeting.

Regent. - Slater's Restaurant, Kensington, 7.30 p.m., Saturday, Social Evening.

Nottingham.—Elite Theatre,

7.30 p.m., Monday, "Art in Advertising," Mr. Percy V. Bradshaw.

Birmingham. — Imperial Hotel, Wednesday, "Buy British Motors Campaign," Mr. H. W. Eley.

Glasgow .-- Grosvenor Restaurant, 1 p.m. to-day (Friday), "Impressions of a Recent Visit to America," Mr. W. L. Hird.

The Publicity Club of London.—"Tosh About Art"

In opening his address to the Publicity Club on Monday last, Mr. Joseph Thorp remarked that the title "Tosh about Art "had been skilfully devised and would enable him to say whatever was in his mind.

Among other forms of "tosh" he referred to the "tosh" and cant spoken about the "poor man's gallery"—the hoardings. He did not agree that much of that put on the hoardings was beautiful. He deplored the despoilation of the work of great architects by the over abundance of unbeautiful advertising signs. admitted, however, that no one would object to the temporary hoarding.

He then referred to the beautiful town

of Munich, which in order not to spoil that beauty had advertising kiosks, which are done by the best artists, and are real things of beauty.

The hoardings of England were certainly not art galleries, although they might be just the right thing from the advertiser's point of view who might not benefit from posters of real art value. But if we can sell more goods from better art, we must, if we are honest, use more art

He suggested that instead of a certain huge illuminated sign which spoiled a wide reach of our beautiful river by night, it might have arranged to be used nightly a syren, or alternatively a rocket, which would cost about two pounds per night. He considered something of this nature would have a far greater advertising value.

What is art? In his opinion art was in the nature of a sacred word and should not be used by business and commercial men, and should never be used in our business at all. The word design would

cover everything we wanted to use it for. The wrong use of the word was the source of a great many of the false ideas which abound.

"On the whole commercial men are timid, because it has taken them a long time to get whatever money they have, and to them money is a very beautiful thing, and they don't want to lose any of it. They always play for safety. They always do something that everybody else has done, whereas if they were not halfwitted, they would want to do something different. Difference is the salt of art

"When an artist is successful because he is different, he soon has imitators in hundreds, but imitators cannot be successful. In the original the artist portrays what he sees in the manner he sees it, but the imitator cannot do this."

He contended that the public knew what they wanted more than the advertiser sometimes gave them credit for, and related how he persuaded a salesman to take thirty pounds worth of a "different" article on sale or return, although the salesman was very reluctant to do so. Within a week or ten days the salesman reported that he had sold out and sent in an order for a further thirty pounds worth.

"There has been a steady improvement, and that, mind, in a time of real poverty, concluded Mr. Thorp, "and in many ways with work. You have better advertising. the work of better designing, better advertisers, and we are ahead of our clients." He prophesied there would be no going back, but progress.

#### Research Association-Research and Business Management

Mr. W. A. Cooke addressed the Business Research Association, on Wednesday of last week, on "Research as an Aid to Business Management."

"When businesses were small and controlled by a dominant and energetic proprietor," said Mr. Cooke, "the latter needed only to use his own five senses to know all that was required for the successful conduct of his enterprise.

With the rise of Joint Stock Companies and the growth of huge corporations the personal element has been largely sub-merged. The shareholders may be scattered over the world, the business itself and its customers may embrace any geographical area without limitations. A Board of Directors frequently makes far-reaching decisions on information based mainly on the opinions and even prejudices of the executive head. The only remedy for the big business is to get back relatively to the position of the small proprietor in regard to knowledge of his business. The function of Business Research is to provide an 'Intelligence Department' as a substitute for personal acquaintance with facts, and owing to the mass of detail that must needs come within the scope of the research department a special technique is called for.

(Continued on page 136)



# NEWS

he craftsman, and their families. syou will understand its appeal newspaper having exactly these he man who lives largely by his 'cheap.' Its public constitutes

very week Empire News constitutes mail-order catalogue to which its eaders refer and from which they rder. It reaches all the towns in ritain. It is particularly strong in the Midlands and the North. The rate £5 per single column inch.

# NEWS Ils—and pulls

eet, London, E.C.4
Manchester.

CLUB NOTES — (contd. from page 132).

"Many of the facts required by business are obtainable from outside sources, but the existence of such useful information does not mean that the management of businesses is necessarily aware of it. It might even be said that despite the constant demand on the Government, on the Press and on various institutions for more facts the difficulty for the business man is to find the required information amongst the mass of statistical and other data available.

"It therefore appears inevitable that the management of a large business must employ an individual, create a department or employ an outside agent specially to do the work, both to examine and report on existing data and also to obtain and classify data specifically relating to the business and not obtainable from any existing source.

"The advertising manager or agent must understand consumer psychology and support theory by 'sampling' the market. Many a new product would never have been placed on the market at all if a research had been made beforehand. An investigation will often show how a product can be improved, indicate new uses and determine the true selling points for the advertising appeal. The questionnaire is a favourite device whereby public opinion, which is the ultimate tribunal, can be sounded.

"It is being more and more realised by the more enlightened business community that the individual business is deeply concerned with everything affecting the industry of which it forms part. One of the greatest difficulties appears to be that firms in this country are greatly averse to giving information concerning their own affairs even to their own trade association, because they fear that rival firms may get hold of these facts. It does appear that an educational effort is needed in that respect.

"The main conditions for successful business research are firstly a recognition of the need, secondly, the discovery or training of men and women with research minds, and thirdly the growth of confidence on the part of business men, which will cause them more and more to base their operations on the results of research."

### Publicity Club of London—The Study Circle

An excellent programme is being prepared for the autumn session of the Study Circle, and those members who wish to join are asked to fill in the appropropriate form. They have accommodation for 50 members only, so early enrolment is advised.

The subject will be "Advertisement

Construction," and each speaker will deal with some vital phase of this fascinating subject.

The speakers include:—Mr. Joseph Thorp, Mr. Barber, Mr. Noel Surrey Dane, Mr. Wildman, Mr. R. B. Fishenden, Mr. Gerard Meynell.

Full particulars may be obtained from Mr. Francis Hollings at 112, New Oxford Street, W.C.1.



The silver gilt loving cup and cover presented to the Aldwych Club by Sir Charles Cheers Wakefield.

Aldwych Club—A "Monsoon" for Sir Alan Cobham

The fine reputation the Aldwych Club enjoys for the richly humorous character of its house dinners was well maintained on Wednesday of last week, when the first made honorary member of the Club, Sir Alan Cobham, was the guest of honour. Sir Alan's recent exploits lent scope for some unusual effects which the entertainment committee made the most of. The members of the club on the dinner night found the interior "decorated" with aeroplane models, wings and other parts of an airman's craft, in addition to newspaper posters, authentic and "spoof," referring to the famous airman's record.

Mr. Wareham Smith, supported by Sir Alan Cobham and Sir Charles Wakefield, Bart. (President of the Club), presided over an attendance that taxed the capacity of the dining-room. Merriment was the accompaniment of an excellent meal that did credit to the Club's catering, and the proceedings were mildly but effectively interrupted by a raid on behalf of Bart's Fleet Street week.

When the chairman did get an opportunity to speak it was to say a few appropriate remarks about their guest and honorary member which, made in his characteristic manner, were received in

honorary member which, made in his characteristic manner, were received in the same happy spirit. Sir Alan on rising to return his thanks was received in a

tremendous way in more senses than one. No sooner was he on his feet than the lights went out and noises "off" of thunder and rain accompanied by "lightning effects" filled the dining-room; to add to this "terror" a wind swept past the chairman's table, and Sir Alan and the diners were treated to a monsoon in miniature for a few minutes. The stunt was a surprising success and created roars of laughter, none more hearty than from the guest of the evening, who on a lull in "the storm" was able to express his gratitude for the honour the Club had done him and the wonderful reception he had been given.

The dinner afforded an opportunity to welcome the President of the Club on the commencement of his second year of office, and to give Mr. Wareham Smith the chance of again investing Sir Charles with the presidential chain of office. Sir Charles Wakefield, who has identified himself much more closely with the Club than any previous occupier of the position, with smiling geniality thanked Mr. Wareham Smith for what he had said about him and for the heartiness of the greeting they had given him. He said he was delighted again to have the honour of being their president; he was a believer in cheerfulness (his telegraphic address was "Cheers, London "), and the Aldwych Club was one of the cheeriest places he He had been reading about the Mustard Club, but he felt sure that the members of the Aldwych Club were as warm as Colman's mustard, a remark greeted with roars of laughter. is a custom in the City, added Sir Charles. which he liked to see observed, the institution of the loving cup, and suiting the action to the word he produced a handsome silver gilt loving cup which he formally presented to the Club as a This unsouvenir of his years of office. expected gift was received with cheers

and musical honours.

On behalf of the Club Mr. Wareham Smith returned thanks to Sir Charles for his kind thought, and informally calling on the members of the committee to stand, put a proposition that Sir Charles be there and then elected an honorary life member of the Club, a proposal carried with acclamation to the evident delight and amusement of the President. The decision to observe the ancient ceremony of the loving cup at all house dinners was received with enthusiasm, and the cup, with little loss of time, was sent on its

first round.

Newcastle - on - Tyne — All - round Benefits of Improved Advertising

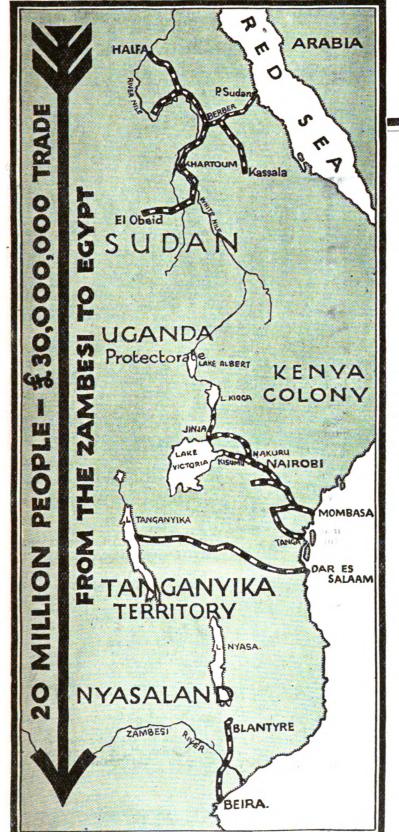
In an address to Newcastle-on-Tyne Advertising Club, Mr. Walter Rolls, of Newcastle, speaking from the point of view of a man who did not advertise, but who took a keen interest in advertising, said the improvements in advertising were for the good of the firm, the business and the public.

The Club reports increased membership



# At the Hub of Industrial Wealth Daily Dispatch EVENING CHRONICLE





Populated by British people with money to spend on the good things of life, and an obstinate prejudice for goods of British origin

# THIS £30,000,000 MARKET IS APPROACHABLE THROUGH RAILWAY ADVERTISING

The Kenya Trading Corporation Ltd. is the Sole Advertising Contractor for

The Sudan Government Railways

The Kenya Uganda Railways

The Tanganyika Railways

The Central African Railways

The Shire Highland Railways

The Trans - Zambesia Railways

# RAILWAY PUBLICITY IS THE ONLY WAY TO REACH THE NATIVE MARKET.

#### Major J. D. Leonard, THE KENYA TRADING CORPORATION LIMITED NAIROBI

is visiting this country, and will be glad to give information on distribution and selling in this market.

Temporary Office: SENTINEL HOUSE, SOUTHAMPTON ROW, W.C.2

Telephone: Museum 8340.

## Advertising and the Rubber Industry

Mr. W. H. Harford on Organising a Campaign-Problems that Face the Would-Be Advertiser

THERE is a good deal f re-semblance," said Mr. W. H. Harford, of Saward, Baker and Co., in an address to the Institution of Rubber Industry Sales Section, on Monday, "between the history of the rubber industry and the history of the advertising business. Most of us here can recall the time when rubber, if not regarded precisely as a joke, was thought to be an insignificant industry and only

a moderately useful commodity.

"Advertising thirty years ago was certainly not considered to be a business boasting any status, prestige or even great

utility.

"It might surprise such people seriously to be informed that, with the greatest respect to those members of my business who are copywriters, artists and typo-graphers, they are of secondary importance to the dictators—or perhaps one had better say the formulators—of advertising policy. No advertising service agent to-day would dream of passing over to copy-writers, artists, layout men and typographers-who are the actual final producers of advertising—any old article, and saying to them: 'Get out advertising for this product.'

#### Joint Product

"The attractive advertisement that catches your eye and appeals to your reason in your morning newspaper is the joint product, most frequently, of a large and intricate organisation; but it com-menced its life on the day when the managing director of a manufacturing concern, the sales manager of that concern, and the principal of an advertising organisation, began to go into detail on the whole gamut of problems that face any concern pro-ducing an article designed to be sold to

a given public.
"When I refer to 'the wnole gamut
of problems,' they are problems familiar to all of you gentlemen here. They embrace such vitally important subjects as: To what section of the public is this article to be sold? At what price can it be profitably sold? To what point does demand exist for it? To what point can demand for it be created? What com-petition will it have to meet? Will that competition be a competition of price or of quality? Will it be better to confine its distribution, in the early stages, to one country? Will it be sold through wholesalers or factors and only indirectly to retailers, or will it be sold directly to retailers without the machinery of the wholesaler or factor? Has it an export

market, and if so which are the countries where its acceptability will be most marked? Will it have to be presented in foreign markets in a different form from that customary in the land of its birth? And so on, and so on, right down to the detail, the importance of which is not generally realised, of the way in which it is packed and the way the package is

designed.
"If there were further need to elaborate the stages of consideration which the advertising man desires to discuss with the manufacturer and the sales manager, one would mention the subjects of getting traders' good will, of securing where possible counter and window display, of discussing whether the advertising should be confined to one medium, such as the Press, or should embrace outdoor publicity such as hoardings and electric signs, and cinemas.

"It is, perhaps, idle for us here to speculate upon the enormous developments that we ourselves know to be forthcoming certainties, but the analogy of the future between rubber and advertising is, I think, very close indeed. The vast bulk of advertising in existence to-day, big as it may seem, is but a tithe of what it will be within the next decade. It is now practically confined to articles of frequent public consumption—that is to say, to foods, to toilet preparations, to motor cars, to sporting requisites, to clothing, to footwear, and such like, and even then the responsibility for it is taken by only a small proportion of our manufacturers.

"It is often put to us as to 'what will, or would, happen if a majority of competitive manufacturers in any given industry suddenly decided to brand and advertise their goods? Would it be to the benefit of such an industry as a whole, and would it be of benefit to the general public?' The answer is emphatically that it would, and that in America, where the percentage of advertising firms is larger and where advertising is on a bigger scale, it has already been proved that the affirmative is unquestionably the correct one. After all, whatever our political or social opinions may be, there is no questioning that the competitive spirit is at the very base of human progress, and the entrance into modern advertising by a greater number of manufacturers would certainly result in an increase in the ingenuity and efficiency of each such

"The truth is that we do not discard the things we buy quickly enough. We run our cars to a stage when the repair bill is almost as much a source of fear as is the income-tax demand note. We wear our clothing to a stage when we are in danger of losing our self-respect, and that not because fundamentally we are unable to replace but because we have not grasped the fact that saving is not thrift. The right spending of money is real thrift. The resources of the world upon which we live are so immense and so unexplored that once we change our attitude of mind and are determined individually and collectively to produce and sell more goods, so we shall have more money to purchase. The increase in purchasing power of any nation is that of a snowball. Wealth begets wealth. Poverty creates poverty. One of the vital factors in making the pendulum swing from depression to prosperity is the power of advertising linked with the efficient examination and subsequent organisation of the sales department of a business. It has become a truism to say that our manufacturers have been so concerned to examine their machinery that they have forgotten that there are windows out of which they can look upon their potential buyers.

"In saying this nobody realises more than a trained advertising man that an advertising campaign pre-supposes efficiency in the other factors that go into the production and selling of any commodity. It is, incidentally, one of the curious things about advertising that once a firm commences to advertise on any con-siderable scale it is forced to overhaul the policy and practice of all its important departments, because it is just one of the elementals of business to-day that you cannot advertise a bad article, and that you cannot economically advertise unless your distribution and your salesman-ship is in line and in key with that advertising."

#### "DAILY GRAPHIC" JOINS HANDS WITH THE "DAILY SKETCH"

N Monday, the Daily Graphic, the oldest picture paper, was incorporated in the Daily Sketch.

The issue was enlarged to retain many of the popular and distinctive features of the Daily Graphic.

The Daily Graphic was the pioneer picture paper; the Daily Sketch, a young and energetic contemporary, began its career at Manchester in 1909. With the amalgamation of the two papers a fine array of features is offered to the reading gublic.

Printed and published simultaneously in London and Manchester, and with an organisation for the speedy and efficient distribution of news and pictures throughout the kingdom, the Daily Sketch is out to achieve new records.





# The Directors of PUBLICITY FILMS LIMITED

invite your attendance at a

REVIEW of the VARIOUS and LATEST METHODS of FILM PUBLICITY

THE RIALTO, COVENTRY STREET, W.1

on

WEDNESDAY, OCTOBER 27th, at 11.15 a.m.

ADMIT TWO

Over 800 Principals of Firms and Advertising Men and Women attended our last year's Exhibition of Publicity Films. We anticipate an even greater response this year. If you have not already received an invitation and desire to attend, will you please telephone or write us immediately when one will be cordially sent you

Publicity Films Limited 108-111, ST. MARTIN'S LANE, LONDON, W.C.2 Gerrard 8900 (10 lines)

## Publication Notes and News

German Newspaper in Paris

The first post-war German newspaper, the Neue Pariser Zeitung, was published in Paris on October 15, with a benediction from M. Bokanowsky, the Minister of Commerce.

Textile " Special "

The Tertile Recorder published a special issue on October 8 in connection with the Textile Exhibition at Leicester, now in progress.

#### Diamond Jubilee Issue

The Diamond Jubilee issue of the Accrington Observer and Times was a splendid production. It consisted of 24 ordinary pages and a 32-page supplement. Both the ordinary issue and the supplement carried a record amount of advertising, and the make-up and general appearance were exceptionally good.

Advertising Bus Travel
A rather novel idea for a composite page was adopted by the Sheffield Mail on Saturday. The issue contained a page dealing with "Motor 'Bus Facilities in South Yorks and North Midlands." Omnibus companies and coach builders' advertisements occupied over columns.

An 88-Page Paper

The Johannesburg Star, on September 20, published a special 40th Rand Anniversary Number. It contained no fewer than 88 pages. The paper was produced in the form of three separate 24-page issues and one of 16, the whole edition being on sale at 2d. A very large proportion of advertising was carried.

Finely Printed Advertisement

One of the best specimens of advertisement printing that we have seen for some time appeared in Country Life, on October 9. It was Dewar's splendid advertisement—"Ladies and Gentlemen"—from the painting by Sadler. The softness of colouring was reproduced to perfection.

#### "Referee" Horse 'Bus

Of all the wonderful exhibits in the Advertising Procession on October 16, the *Referee* old horse 'bus is the only one that has survived, and it was the means of collecting for St. Bart's about £200. The *Referee* has been approached by Messrs. Tilling for permission for them to use the 'bus in this year's Lord Mayor's Show. The "stunt" has cost the firm only £20 and has been exceedingly effective.

#### Heath Robinson on Hovis

S. C. Peacock, Ltd., Liverpool, have issued a 24-page booklet in the form of an unconventional history of Hovis. It is a humorous piece of propaganda illustrated by Heath Robinson and written by S. C. Peacock.

#### Liverpool Newspapers' Enterprise

From the point of view of business done, and the amount of interest displayed by the general public, the exhibition of Commerce and Industry, organised by the Liverpool Daily Post and Echo as their contribution to Liverpool's Civic Week, has in its undoubted success exceeded the expectations of promoters and exhibitors. The exhibition is a most comprehensive display of Liverpool's multitudinous activities and facilities. There are over two hundred exhibits, including a number of working models.



A very dignified piece of display

#### The "Times" Profits

The nineteenth annual report of the Publishing Co. was issued re-The directors state that the accounts show an increase of profits. For the year ended June 30, 1926, the profit was £213,102 19s. 4d. To this is added £51,767 4s. 7d. brought forward from the previous year, making a total of £264,870 3s. 11d.; £50,000 it is proposed to reserve for contingencies, £50,000 for staff pensions, while £16,000 is appropriated for a dividend of 5 per cent. on preference shares, £9,855 for a further preference dividend (5 per cent. of surplus profits), and £80,625 for a dividend of 12½ per cent. on ordinary shares, leaving a balance of £58,390 to be carried forward.

#### Advertising Music Week

For the second year in succession, the Cumnock Chronicle has carried a full-page advertisement for the "Scottish Music Week" announcement.

#### Two Special Pages

On October 11, the Western Mail published two composite pages, one dealing with the Grocers' Exhibition at Swansea, and the other with the Seventh Cardiff Beauty and Fashions Fair. Both pages carried two columns of advertising.

#### 18,057 Net Sale

The Oldham Evening Chronicle announce an increase in their net sales of 549 copies per day over a corresponding period of last year, which now brings their daily net sales to 18,057 copies.

#### PRINCE'S VISIT TO HULL Advertisers and Newspapers Grasp Unique Opportunity

CEVERAL of our largest national Sadvertisers were honoured last week when the Prince of Wales paid a two days' visit to Hull.

The firms' works visited were Reckitt's, where tea was taken, Sisson's Bros. (Hall's Distemper), Needlers, Ltd., confectioners (also an occasion for tea on the second day) and the large oil plants of Anglo-American and British Petroleum at Saltend, the oil port of the

The Hull Evening News and the Eastern Morning News, on October 13, each published special souvenir supplements. The supplement of the former paper contained 32 pages. It was printed in small form on newsprint, but had a specially designed cover in red. It carried some 15 pages of advertising. The Morning News supplement was printed in newspaper size on newsprint, but had also a specially-designed cover in blue. The rest of the number was printed in black. It carried some 57 columns of advertising.

The Hull Daily Mail, on the same day, published a special Royal Number, containing 24 pages. Page three was devoted to a special design typifying the welcome of Hull to the Prince, and the whole issue carried nearly ninety columns of advertising. Another Royal Number was published on October 14.

Some of the advertisers in these special issues made good use of the opportunity to produce some striking copy. S. Scarborough, the Columbia gramophone depot,

headed a four-column advertisement "H.R.H.—Hull's Record Headquarters."

The Prince of Wales's visit to Doncaster was marked by the releasing of 10,000 balloons by the Yorkshire Telegraph and Star. Special editions of the paper were on sale.





Of course. Mood makes all the difference, doesn't it?

THE WINDSOR with its bright stories, pleasing pictures and merry jokes is

A Smiling Salesman

and creates the right atmosphere.

Especially is this so as Christmas approaches—at no time are readers more responsive to the right appeal. Say what you wish to sell—THE WINDSOR will do the rest.

Space in the CHRISTMAS NUMBER is nearly all booked but there is room for you if you apply at once.

# THE \$\pmathcap{\pmathcap{2}{25}}\$ per page and pro rata \\ \text{WINDSOR} \text{MAGAZINE}

F. OSBORNE, Advertisement Manager,
WARWICK HOUSE, SALISBURY SQ.,
LONDON, E.C.4. 'Phone: City 8650 (5 lines).

ESTABLISHED · 1894

## Fate of the Postmark Advertisement

Scheme Will Probably be Abandoned--National Slogans Only?— Contracts Already Obtained—Stamps Only can be Obliterated

T has been freely stated in advertising circles this week that the Postmaster-General has definitely abandoned the scheme for postmark advertisements, which has been criticised on several occasions in the ADVERTISER'S WEEKLY.

Although this supposition is premature, there is every likelihood that the Post Office is bowing to the storm of protest that has been aroused in trade and commercial circles throughout the country. In view of the volume of opposition, the Postmaster-General is considering the advisability of dropping the matter.

It is understood that a new scheme,

It is understood that a new scheme, which will meet the many objections put forward, is now contemplated. This scheme will probably consist of excluding commercial advertisements and using only slogans of a national character, on the lines of "Say it By Telephone" advice already broadcast. This has been urged by many correspondents of the Weekly since we first published particulars of the Government's scheme.

It has for some time been rumoured

It has for some time been rumoured that the postmark advertisement would have been abandoned long ago, but for the strenuous defence put up by one of the Government Departments.

In the meantime, Messrs. Frank Mason and Co., the advertising contractors, to whom the Post Office authorities entrusted the carrying out of the scheme, have already entered into certain contracts, and are ready to go forward as soon as the departmental slogans have finished.

With regard to the legal aspect of post-

With regard to the legal aspect of postmark advertisements the Justice of the Peace, in its current issue, states that one answer to the critics might be that the Postmaster-General does, in fact, enter into a contract of carriage with the persons who elect to make the post their medium of communication, and that the matter is entirely one of contract. The Post Office intimates to all and sundry who intend to make use of its resources, that one of the terms of the contract of carriage shall be that the Post Office shall be at liberty to use advertisements as postmarks for the purpose of defacing stamps, and every person who sends a packet through the post must be regarded as accepting this term of the contract of carriage as well.

Furthermore, any doubt as to whether the Postmaster-General has any authority to impose such a term as part of the contract of carriage, would appear to be removed by the express provisions of section 17 of the Economy (Miscellaneous Provisions) Act. 1926.

visions) Act, 1926.

There can scarcely be any doubt that the Postmaster-General has now been given express statutory powers by section 17 of the Economy (Miscellaneous Provisions) Act, 1926, to cancel postage

stamps by "words or devices," including "words or devices constituting advertisements," but even so it may be urged that as the power to use words or devices is only given in connection with "the purpose of cancelling stamps," the word or device used for this purpose should occupy no greater space on the envelope than is reasonably sufficient to cancel the stamp.

If, therefore, advertisements are employed by the Post Office, which spread quite unnecessarily over the envelope, it may be objected that any such method of cancellation is not warranted or sanctioned by section 17, and that the employment of such a device not only amounts to an unfair use of the powers vested in the Postmaster-General by section 17, but is entirely ultra vires.

#### What Holland Did

It may be interesting, by the way, to recall the fact that the Dutch Government once tried the postmark advertisement. One big firm collected all its letters so marked with advertisements. It brought a law suit for "trespass on its own property." The Dutch Government was fined by the court, and immediately withdrew its postmark advertising!

### Fleet Street Week for Bart's

Total Receipts Estimated at more than £30,000

PLEET STREET'S week for Bart's has been an outstanding success. The co-operation of men and women in every branch of advertising and newspaper work has resulted in a record sum for the City's own hospital.

Although it is impossible at this juncture to state definitely the amount that has been raised, it is estimated that a collection of more than £30,000 has been made as a result of "the Street's" wonderful effort.

Since the last issue of the Weekly, several important events have taken place, including a very successful two-days' bazaar at the Mansion House, an auction sale at Bush House and the two football matches at Winchmore Hill.

The football matches were organised by Mr. F. G. Harradence of the Advertiser's Weekly in connection with the Flect Street Week for Barts—one in the Rugby and one in the Association code.

After a keenly-contested game, the

soccer match (Bart's v. Fleet Street), ended in a win for Barts by 2—1. H. Stark and W. J. Burgess scored for the winners, while J. N. L. Turner scored for the Fleet-Street team.

In the Rugby game, Barts played the Royal Horse Guards, and won by 9 points to 5 points.

Both games drew good "gates" and this little effort resulted in an addition of over £50 to the Week's funds.

#### £655 More for Bart's

In addition to the list of donations to the "Fleet Street Week for Bart's" given in last week's Weekly, the following have contributed sums of £100 or more: Sir Charles Wakefield, £250; Major J. J. Astor, M.P., £105; Hon. Esmoud Harmsworth, £100; Times, £100; Anon. (per Daily Mail), £100. Already more than £17,000 has been contributed in sums of £50 or more.





The Bart's and Fleet Street Soccer teams which met at Winchmore Hill last Saturday, in the final event of the Fleet Street Week for Bart's programme

### Advertiser's Gazette

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

#### JOINT STOCK COMPANIES

At the expiration of three months from October 15, 1926, the names of the undermentioned companies will, unless cause is shown to the contrary, be struck off the Register, and the companies will be dissolved:—

Bristol Stationery Co., Ltd. Trafalgar Publishing Co., Ltd.

WINDING-UP PETITION
Standard Bureau of Design and
Advertising, Ltd.—A petition for the
winding-up of this company was presented
on October 12, 1926. Hearing, October 26, at Royal Courts of Justice, Strand, W.C.

### VOLUNTARY LIQUIDATION African Mines Publications, Ltd. Resolved October 6, 1926, that the company be wound up voluntarily, and that Mr. G. W. Spencer, F.S.A.A., 10, Bush Lane, E.C. 4, be appointed liquidator. Meeting of creditors at liquidator's office, 12 noon, October 22. Claims to

liquidator by November 22.

The Avenue Press, Ltd.-General meeting of members at Guildhall Annexe, 23, King Street, E.C., on November 8, at 10 a.m. Liquidator: W. L. Sibley.

MEETING TO HEAR LIQUIDATOR'S REPORT

Solus Press, Ltd.—General meeting of members at 37-38, Strand, W.C., on November 19, 1926, at 2 p.m. Liquidators II. tor: H. C. Corbidge.

#### PARTNERSHIPS DISSOLVED

Andrews' Advertising Service (Harold Andrews and Chas. Geo. Cory), general advertising contractors, 8, Vere Street, Oxford Street, W. Mutual dissolution as from October 6, 1926. Debts by C. G. Cory, who continues the business.

Langham Artists (Ernest C. C. R. Parry, since deceased) and Brian W. Rowe), commercial artists, designers and photographers, Devereux Court, Strand, W.C. Mutual dissolution, October 31, 1925. Debts by Gladys Lucie H. Parry and Stanley Davenport, the administrators of the estate of Ernest C. C. B. Parry.

#### BANKRUPTCY ACTS RECEIVING ORDER, ADJUDICA-TION, PUBLIC EXAMINATION, Etc.

Cohen, Philip (trading as Philip Cohen and Sons), 06, Newgate Street, E.C., wholesale and export board and paper merchant. Receiving Order, October 12, 1926. First meeting of creditors, 12 noon, October 26. Public Examination, 11 a.m., December 8, both at Bankruptcy Buildings, Carey Street, W.C.

Davey, Layton Alexander, lately carrying on business at 101, Brixton Hill, S.W. Advertising agent. (858 of 1926). Adjudication, October 7.

Widdowson, Robert Harold (trading as THE MIDLAND COUNTIES ADVERTIS-ING ORGANISING AND PUBLICITY ('o.), of 177, Staveley Road, Wolverhampton. Advertising agent. (14 of 1926.) Creditor's petition. Receiving Order dated October 6.

#### COMPANIES'

WINDING-UP ORDER
The Merton Press, Ltd., 512, Abbey
House, Victoria Street, Westminster,
S.W. (00361 of 1926). Winding-up
order, October 13, 1926.

#### PUBLIC EXAMINATION

The public examination was concluded in London Bankruptcy Court, on October 13, of William Henry Cox and Julien Marius Santolini, described in the re-ceiving order as Cox and Santolini, who had carried on business as mechanical and electrical sign makers at 179, Old Street, E.C. They failed in July last with unsecured liabilities £465 and assets estimated to produce £10. They commenced the above business in partnership in February, 1925, and continued until May, 1926, when, in consequence of a judgment having been obtained against them by their largest creditor, they disthem by their largest creditor, they dis-continued the business. Their failure was due to lack of capital.

#### WINDING-UP PROCEEDINGS

Particulars have been issued concerning the compulsory winding-up of The Art Background and Exhibition Co., Ltd., 79A, Parkhurst Road, Holloway, N. The statement of affairs shows way, N. The statement of affairs shows unsecured liabilities £979 and net assets estimated to produce £425. As regards contributories the paid-up capital was £1,500, and there is an estimated total deficiency of £2,054. The company was incorporated as a private one in September, 1925. The Official Receiver is of opinion that the failure is due to mismanagement and lack of co-operation between the directors.

The liquidation remains in the hands of the Official Receiver.

#### NEW COMPANIES

[Compiled for the ADVERTISER'S WEEKLY by the Information Bureau, Ltd., 140, Strand, W.C. 2.]

Service, Ltu. Regis-Publicity (216,772).—Private company. Registered October 12. Capital £1,500 in £1 shares. Objects: To carry on the business of draughtsmen, designers and engravers of show-cards, tickets and posters, colour-process and half-tone engravers, printers, stereotypers, etc. The first directors are P. Benbow, I. Ingledew. Registered office:—110, Grange Road West, Middlesbrough.

House Journals, Ltd. (216,751).-Private company. Registered October 11: Capital £1,000 in £1 shares (750 "A" and 250 "B"). Objects:—To carry on business as proprietors and publishers of newspapers, journals, magazines, books and other literary works and undertakings, etc. Solicitors:—Harold Elwell and Co., 65, Coleman Street, E.C.2.

Mutual Traders Corporation, Ltd. (216,799).—Private company. Registered October 13. Capital £1,100 in 1,000 12½ per cent. cumulative preference and 100 founders' shares of £1 each. Objects:—To adopt an agreement with W. H. Bussell and G. H. Clark for the purchase of the business of "The Mutual Traders' Corporation," and to carry on the huminess of advertising control of the c tracers Corporation," and to carry on the business of advertising contractors and agents, canvassers for designers and publishers of advertisements and advertising matter of all kinds, publishers and printers, etc. The directors are:— W. H. Russell, G. H. Clark. Registered office:—Dominion House, Bartholomew Close, E.C.1.

# Use Stamp

## There

is no business man so inaccessible that the post won't reach him

and even if your salesmen have been "turned down" twenty times, a halfpenny stamp will get you there.

But be sure to stick the stamp on something worth reading-something written and printed at the Hotspur Press - something that he will both read and remember. Your goods are equal to anybody's and you can PROVE IT—then why not do so?

Send a handful of particulars—an old catalogue an old circular, and Percy's will submit a telling and forceful case for the goods you want to sell. Write to:

## Percy Brothers, Ltd.

The Hotspur Press, Whitworth St. West, **MANCHESTER** 

Telephone: Central 6894/5.
Telegrams: "Hotspur, Manchester." London Office: 170, Fleet Street, E.C.4 Telephone: Central 7641.
Telegrams: "Jonagont, Fleet, London."

#### £3,000,000 Newspaper Con-Sealed tracts

Inveresk Capital Increased—Purchase of Three Important Groups—50,000 Shares Each to Mr. Harrison and Graphic and Bystander, Ltd.

A T an extraordinary general meeting of the members of the Inveresk Paper Co., Ltd., on Friday last at Edinburgh, at which Mr. William Harrison, chairman of the company, presided, the following resolutions were carried unanimously

1. That the capital of the company be increased to £1,200,000 by the creation of 800,000 additional Preference shares of £1 each ranking for dividend as from the respective dates of the calls and payments in respect thereof, and upon the dissolution of the company and in all other respects pari passu with the existing shares of the company, and 350,000 additional Ordinary shares of £1 each, ranking for dividend from the respective dates of the calls or payments in respect thereof and in all other respects pari passu with the existing Ordinary shares of the Company.

2. That the said additional Preference shares of £1 each be offered in the first instance at par to the members of the company holding Preference shares registered on October 15, 1926, in the proportion of one new share for each Preference share held by them, and upon the footing that the full amount of each Preference share taken up shall be paid to the company by instalments as follows:—

2s. 6d. per Share on Application; 7s. 6d. ,, ,, Allotment; December 81, 10s. 0d.

1926; and that such offer be made by an offer specifying the number of Preference shares to which the member is entitled and limiting the time (not being less than ten days) within which the offer, if not accepted by payment of the sum payable on application, will be deemed to be declined, with power to the board to have the issue of the Preference shares underwritten by any parties with whom they may make arrangements for an underwriting commission not exceeding 11 per cent.

100,000 Shares Allotted
3. (a) That of the said additional 850,000 Ordinary shares the directors be authorised to allot 50,000 to the Graphic and Bystander, Limited, at a premium of £1 5s. per share and 50,000 shares to Mr. William Harrison, the chairman of the company, at a like premium, such shares to be paid for in cash and at the same times and by the same instalments as the Ordinary shares mentioned in sub-clause

(b) hereof.

(b) That the balance of the said additional Ordinary shares-i.e., 250,000 Ordinary shares-be offered in the first instance at a premium of £1 5s. per share to the members of the company holding Ordinary shares, registered on October 15, 1926, so that each Ordinary shareholder shall be entitled to an allotment of one new share for each share held by him and upon the footing that the full amount of each Ordinary share taken up, plus the premium (making fogether £2 5s. per share) shall be paid to the company by instalments as follows :-

10s. (including 7s. 6d. on account of

premium) on Application; £1 (including 17s. 6d. on account of

premium) on Allotment; 15s. on December 31, 1926.

and that such offer be made by an offer specifying the number of Ordinary shares to which the member is entitled, and limiting the time (not being less than ten days) within which the offer, if not accepted by payment of the sum payable on application, will be deemed to be de-clined, and that the board be empowered to dispose of the Ordinary shares not taken in response to such offer as they consider expedient in the interests of the company.

That pursuant to Article 113 (e) of the company's Articles of Association this general meeting hereby ratifies and confirms the action of the directors in entering into the following contracts:

(a) Dated September 23, 1926, between the Sphere and Tatler, Limited, and the

company;
(b) Dated September 23, 1926, between the Amalgamated Trade Publications and

the company;
(c) Dated September 23, 1926, between Sir John Reeves Ellerman, Bart., C.H., and the company;
(d) Dated September 28, 1926, between

the Graphic and Bystander, Limited, and the company.

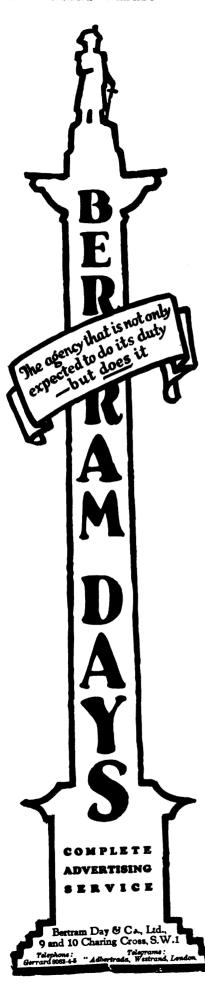
#### Chairman's Speech

In the course of his speech, the Chairman said:

"As you will have gathered, it has been our settled policy to acquire on advantageous terms a group of leading paper mills and to safeguard their position with assured supplies of raw materials produced under our own control. Similarly, it was always in my mind that an in-dispensable adjunct to this policy was an assured market for a large output for our manufactured goods, also under our control. I, therefore, came to the conclusion some months ago that it would be a great advantage to your company and its associated mills if I could acquire for them a group of leading British illustrated papers and periodicals. This, as you know, has now been accomplished. In the spring of the year, negotiations were opened with Sir John Ellerman for the purchase of a controlling interest in the Illustrated London News and the Sketch, the acquisition of the Sphere and the Tatler, Men's Wear, Eve, the Draper's Record, and other papers controlled by him. Before proceeding further with the negotiations. I visited the United States and studied conditions there. I returned convinced that if these papers could be acquired on reasonable terms it was good policy on our part to proceed with the purchase. These negotiations were successfully concluded some three weeks ago.

"After these terms had been arranged, an opportunity arose of purchasing the Graphic and Bystander on terms subject to a condition by Sir Edward Iliffe on behalf of the Graphic and Bystander, Limited, that the Inveresk Company, Limited, should give an option to apply for 50,000 of the new Ordinary shares of your company at the same bonus terms at your company at the same bonus terms at which they are now being offered to you, namely 45s, per share. This option has already been exercised, so you will be esked to pass a resolution confirming that transaction."

transaction."



#### A.A. EXECUTIVE'S REPORT—(continued from p. 121)

the present position calls for a definite statement of a policy of activity.

In conclusion, the sub-committee made two recommendations as regards conventions, one general, and one of special application to 1927.

They recommended that in future the control of all British Conventions should remain in the hands of the Advertising Association itself, and should not in any way be controlled by a district organisation. It would be quite in order for an advertising club, or the Press of a certain district, to provide hospitality in connection with the Convention held in its district, but the actual working arrange-Convention and its programme should remain with the Association.

#### Convention in London

The sub-committee recommended after due consideration the suggestion which has been made by members of the Thirty Club of London, that a great convention be held in London in the spring of next year, and at the same time an advertising exhibition on a scale as great as that at the White City in 1920.

The Association has received several suggestions from clubs that they should develop an employment organisation for the benefit of members, and a sub-com-mittee was appointed which has rendered to the executive committee a preliminary report, and it has hoped that the Association will shortly be able to render valuable service in this direction.

amount of criticism, not always helpful and not always constructive. will contest for a moment the advisability of a policy of activity.

It is not necessary to deny that one of the principal activities of this Association is to advertise advertising in the best sense of the verb, that is to make the function and value of advertising known to and appreciated by the public, and this is mainly done at and by the annual convention.

In this particular year this great yearly demonstration was rendered impossible by circumstances over which we had no control. I do not suggest for a moment that conventions are the only form of Association activity, but the development of other forms of service all postulate a very considerable revenue.

It would be impossible to imagine a time more unsuitable and an atmosphere more unfavourable for a big financial drive in the interests of prospective benefits of a rather indefinite nature. I am prepared to take my full share of responsibility for recommending a policy of marking time and economy.

We have spent the larger portion of our revenue on the one big concrete service which we had in active operation and which was doing work of inestimable value to advertisers, agents, newspapers and public-the National Vigilance Committee.

I should like the Council to appreciate

bills have to be met. I had many replies to personal attempts to interest firms and individuals in the work of the Association that they would be willing to give their support in more favourable times.

This seemingly interminable paralysing coal strike is drawing to its close, and the time is shortly coming when the minds of all will be directed to advertising and selling. The time is now coming for the policy of activity which all are agreed is so eminently desirable. One of the chief developments of that activity must be in the direction of rendering greater service to the clubs.

#### Paid Organiser

One thing is absolutely essential in order that an active policy can be conducted successfully, that the Association should secure the paid services of an organiser of proved ability, with a knowshould secure the ledge of this work and of the Associations and of the men and women connected with it. This, I think, the executive have succeeded in obtaining.

It is for this representative meeting to decide what it wants done and how it wants it done and so give guidance to the new executive committee which to-day it will elect.

I have touched on several points which will come up for discussion in detail. In conclusion, I will say that I could have wished for a year of office in more fortunate circumstances. I should like to thank all my good friends in advertising for what they have done to assist me, and to express my willingness to serve at all times and in any capacity in the interests of organised advertising. I am the most wholehearted believer in its possibilities



# llook 20.000 BRAINS

its palatable contents with the kind of appreciation which prompts them to ask for more.

DIGEST

20,000 intelligent readers drawn from the well-todo classes, hold "The Outlook" in such respect that they read its pages with confidence and serious thought.

This reader confidence extended to the advertisement pages also.

The readers of "The Outlook" are buyers of quality goods made for discerning men. If such are your goods, then the readers of "The Outlook" are your customers.

69,Fleet St., London

L. INDER HEWITT, Advertisement Manager.

## Current Advertising

Notes of New Business Going Out: New Advertising Now Appearing in the Press and on the Hoardings

Pool's Advertising Service have in hand an extensive Press campaign for Galloway's Cough Syrup, and are handling for Mellowtone (Truphonic) Wireless and "Sol" perams.

John Haddon and Co., have been plac-

ing a considerable amount of business for

B. Corsets.

D. J. Keymer and Co., Ltd., have increased newspaper advertising for Lincoln

Jams and Marmalade. C. D. Clayton and Co., Ltd., are hand-

ling business for Fisk Tyres.

Meerloo Publicity Service, Ltd., are

giving out for Holophane.
Arthur Knight Co., Ltd., have increased for Fullotone Gramophone.

Holford Bottomley Service, Ltd., are again booking space for Beaver Boards and have extended advertising for His Master's Voice Gramophones and Records.

T. B. Browne, Ltd., have been placing instructions for Hugon's Atora Beef Suet and Williamson and Cole.

Stephens' Service have taken up new media for Manikin Cigars.

R. Anderson and Co., have been giving

out business for Heppell's.
Smith's Agency, Ltd., are again placing for Foster Clark's Soups and for Solazzi Licorice.

Wilkes Bros. and Greenwood, have increased advertising for Viyella.

Harold Drabble, Ltd., are handling newspaper displays for Hercules Tonic Aperitif.

G. Street and Co., Ltd. (Serle Street) are placing in the dailies for J. J. Allen, Ltd. Clarke, Son and Platt, Ltd., have con-

siderable business appearing for Clarke's Blood Mixture.

S. H. Benson, Ltd., are handling all the advertising for the Mustard Club.

A. J. Wilson and Co., Ltd., have been placing instructions for Austin Motor Cars and Graham's Amplion.

Crossley and Co., Ltd., have business in hand for Edison Bell and Winner Records

and for John Morgan Richards.
C. F. Higham, Ltd., have increased advertising in provincial newspapers for Macintosh Rubber and Vulcanite.

Charles Barker and Sons, Ltd., have been booking large spaces for Gilbey's. C. Mitchell and Co., Ltd., are handling

For Green's Sponge Mixture.

Walter Judd, Ltd., have recommenced placing for Croydon Electric Cleaner.

Erwin, Wasey and Co., Ltd., are again giving out for Congoleum Squares.

C. Vernon and Sons, Ltd., have business in hand for South British Mfg. Co.

Brandis-Davis Agency, Ltd., have advertising going out for Cook's Beef

Suet.

Reynell and Son are booking space in dailies for Burberry's.
G. Street and Co., Ltd. (Gracechurch

Street) have increased displays for Sunripe Cigarettes.

London Press Exchange, Ltd., have considerable business appearing for Thermogene, and are handling a campaign for Essex Board.

Wilkes, Jeffreys and Co., Ltd., have been booking space for Prudential Assurance.

David Allen Services are again placing for Velocium.

Morison's Advertising Agency (Hull), Ltd., have an appropriation in hand for the Robert Sinclair Co., Ltd., Tobacco Manufacturers, Newcastle-on-Tyne. A previous mention of Hodges, Ltd., Horticulturists, Nottingham, who are clients of this agency, should have read Hodsons, Ltd., Garden Makers, Nottingham.

Dorland Agency, Ltd., are handling for Frigidaire in trade papers, are placing for Gieves, and have again given out for Butywave, W. Jelks & Sons and Pratt's Spirit.

## L.C.C. By-laws with Respect to Advertisements

HE London County Council, on July 20, 1926, made by-laws under the Advertisements Regulation Act, 1907, with respect to the regulation, restriction or prevention of the exhibition of advertisements within the Administrative County of London (excluding the City of London) in such places and in such manner, or by such means, as to affect injuriously the amenities of certain public parks or pleasure promenades as specified in the by-laws. The by-laws were con-firmed by the Secretary of State for the Home Department on September 28, 1926, and are now in operation.

The by-laws provide that no person shall exhibit any advertisement within 40 yards from any of the places mentioned in the schedule to the by-laws, so that such advertisement or any hoarding or similar structure on which such advertisement is exhibited may be seen by any person in or on such places. They person in or on such places. They further provide that no person shall

(a) Any illuminated advertisement at a height of more than 30 feet from the ground.

(b) Any advertisement having any part

above 30 feet from the ground if such part exceeds 70 square feet in area or the length or breadth of such part exceeds 20 feet; or

(c) Any advertisement or part of any advertisement at a higher level than any other advertisement on the same face of the same building or structure if such last-mentioned advertisement or any part thereof is above 30 feet from the ground;

and so that any such advertisement or any hoarding or similar structure on which such advertisement is exhibited may be seen by any person in or on the places mentioned in the schedule.

Certain specified advertisements are exempted from the provisions of the by laws, and any advertisement exhibited and any advertisement from time to time exhibited on a hoarding or building or structure in use at the time of the making of the by-laws is exempt from the operation of the by-laws for five years from the date of confirmation.

The by-laws apply to the whole of the Administrative County of London, excluding the City of London.

#### A FRUITFUL CAMPAIGN-(Cont. from p. 123)

Fruit, Flower and Food, Cookery and Vegetable Trades Catering World Journal The Scout (Boy Retail Fruiterer Scouts Organ) The Guide (Girl The Scotsman Guides' Organ) Teacher's World

One million folders, outlining the competition, designed for trade distribution, were originally provided, and were distributed, but within a month a second million had to be provided to meet the demand which started at 9 o'clock on the morning the first advertisement appeared.

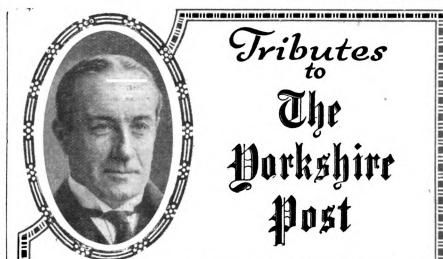
Every feature of the campaign was outlined to the trade by distribution of 30,000 24-page booklets, and the trade, in addition, used more than a hundred thousand single and doublesided showcards and paper window bills printed in nine colours.

The whole of the 250,000 edition of the "Bestway" Banana Dishes were distributed through the coupon in the Within a fortnight of the start of the campaign entries began to pour in, and the daily increase was systematic throughout the whole period, the first day's total being about twenty entries, and the daily total some weeks later rising above 2,000. The entries came from every corner of the country and represented the work of children of every class and every type of school. More than 42,000 were received during the twelve weeks.

#### Educational

Throughout the whole period the campaign was looked upon as an educational campaign and not as an ordinary trade contest; and for this reason the judging was arranged on lines exactly similar to those used in schools and colleges for examination papers. Marks up to a maximum of ten were awarded for answers to each question on the "examination paper" on behalf of each judge-each judge awarding his marks for varying phases of knowledge-for instance, Mr. Allen looked at it from the point of view of a teacher, Mr. Harvey H. Mason from the point of view of the fruit trade, and Mr. Sidney Walton and Dr. Alexander Irvine from the view-point of general knowledge.

It is interesting to note Dr. Alexander Irvine's remarks in awarding the prizes at a luncheon at the Hotel Cecil, on Saturday, September 18, when he said that this competition was the finest and sincerest and most wonderful competition he had ever met with in a long career, and stated that it was absolutely obvious to him that the organisers had spared no effort and no expense in judging the colossal total of 42,282 entries with every care and discrimination, with the result that awards were distributed on a perfectly fair and equitable basis. The entire campaign was originated and carried through by Morison's Advertising Agency (Hull) Ltd., in very close collaboration with Mr. S. J. Peacock, the firm's publicity manager.



# Tributes Porkshire Post

#### THE PRIME MINISTER Written during the General Strike, May, 1926. No. 1.

I have been very pleased to see that you have been successful in maintaining the issue of your paper without any stoppage during the present crisis. It is an achievement of which you may well be proud, and I am sending you this line just to say how much I appreciate your help and support, which are in every way worthy of the splendid traditions of The Yorkshire Post.

Yours sincerely, STANLEY BALDWIN.

A copy of our Illustrated Souvenir, "The Yorkshire Post and the General Strike," will be forwarded free to those interested. Address requests to Publicity Dept., The Yorkshire Post, Leeds.

PRESTIGE AND PULLING POWER

# HORNE & SON

ARE IN LONDON

seeing as many of their Agency and Advertiser Friends as possible.

They cannot call and see everyone they would like to see, and so wish to remind those they must miss that there is a fine field for advertisers in North - East Yorkshire, and that the medium for covering it is the

A LADY REPRESENTATIVE—young, well connected, possessing smart personality, tact, real initiative, capability and energy with some years' outside experience—special knowledge of art advertising, extensive space selling ability—excellent references and not afraid of hard work. Seeks a progressive post as outdoorrepresentative to periodical. If you need a good, reliable, conscientious worker to sell your space, write at once to—D. D., c/o ADVERTISER'S WEEKLY, 66, Shoe Lane, E.C.4.

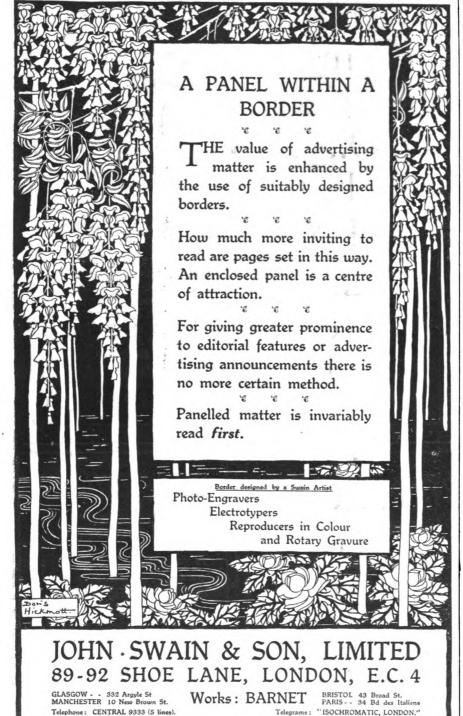
## REPRESENTATIVE REQUIRED

A young, energetic man is wanted to represent successful class papers. He must be of good education, and have real ability and experience in advertising, and be able to make sound suggestions and prepare copy for prospective advertisers. Ability to make rough sketches will be an advantage. Excellent prospects for the right man. Write full particulars and send specimens of work to: Box 387, "Advertiser's Weekly," 66, Shoe Lane, London, E.C.4

#### "WE LIKE YOUR IDEA!"

"PLEASE SEND US THREE AS SHOWN." THIS IS ONE OF MANY REPLIES FROM OUR TWO-LINE ADVERT, LAST WEEK

Write for Samples NOW A FACSIMILE POST - MARK NOW Unlimited Circulation (post free)
Hazell & Co. (Publicity) Ltd., 53, Aldersgate St., E.C.



#### We Hear-

THAT business in the field of advertising continues to boom, and that there are few publications whose advertisement columns or pages are not carrying as much money as they did a year ago-and in many cases much more.

THAT the output from the leading service agencies and the smaller agencies of repute is being well maintained, while the provincial agents, both those dealing in national and local advertising, have been going strong.

THAT the early appearance is looked for of the prospectus of Illustrated Newspapers, Ltd., but it is doubtful if it will be as extensively advertised as have been some of the newspaper prospectuses of recent years; and-

THAT the new concern with its estimated profits of over £300,000 per annum, and its share capital of 1,800,000 Seven per cent. Preference shares, and 1,400,000 £1 Ordinary shares is likely to whet the appetite of those Fleet Street financiers who have been finding easy money in newspaper share dealings.

THAT Sir Charles Higham had to cancel his engagements this week owing to an attack of bronchitis.

THAT the Aldwych Club again demonstrated at the dinner to Sir Alan Cobham that originality of ideas in the stunt line can always be played as a strong card with gratifying success; and-

THAT in this direction, the Club's other Allan (Mr. Allan Rose) made a big hit when he appeared during the dinner as a much decorated Indian potentate, in quest of the guest of the evening whose adventures overseas became "a fairy tale" when related by the illustrious visitor.

THAT Miss Sangster, managing director of W. S. Crawford, Ltd., is the new President of the Women's Advertising Club.

THAT a fine exhibition of Hassall posters is now on show at the Parson Galleries (near Oxford Circus) where among other highly decorative efforts they are in excellent company and attracting atten-

THAT London is seeing an invasion of publicity experts during the next ten days, and that the Motor Show at Olympia is responsible.

THAT an increasing interest is being taken in the good work of the National Advertising Benevolent Society, evidence of which is forthcoming by the canvass subscribers are making for votes for the pensions to be granted at next week's

# The Sunday Journal of the well-to-do

#### We Hear-

THAT in the death of Mr. Arthur Booth, proprietor, editor and chief artist of Dublin Opinion, Ireland mourns the loss of one of her most gifted caricaturists.

THAT Messrs. Keiller's of Dundee, have now opened a fine new factory in Dublin, where they are manufacturing jams and confectionery for the Irish Free State trade, and that they took a half-page advertisement in each of the Dublin dailies to announce the fact.

THAT how a small tariff on oatmeal has changed a struggling Irish Free State industry into a thriving one is told in the Irish Times, which also points out that the Belfast firm of White, Tomkins and Courage, although outside the protected area, has built up a big business by advertising.

THAT one of the leading dailies reproduced last week a photograph of the beautifully decorated building in Fleet Street, at the corner of Shoe Lane, where the Daily Mail office is, and which had decked itself out in honour of Bart's Week, and gave credit for the effort to the Aberdeen Free Press, whose offices are on an upper floor.

THAT the first and original currants advertisers—the pre-war scheme of the Greek growers—is again to have a run this season; and—

THAT currant bread will be on the boom, thanks to Messrs. Mather and Crowther, Ltd., who have since the opening campaign handled this "eat more fruit" proposition.

THAT a real find in art in advertisement, a study that would have delighted that pioneer, Mr. Barratt of Pears', is to be found at the Goupil Gallery, where Anna Airy has a huge "Fruit Piece," priced at £210, a glorious study of bananas and oranges and pineapples which, if reproduced, would make tens of thousands of mouths water.

THAT "holiday advertising" has taken a new turn, and that the illustrated weeklies and certain of the dailies are carrying announcements that tell about wintering at British Empire resorts.

THAT the book publishing season has opened auspiciously to judge by the amount of advertising now being placed by publishers who have been strongly supporting the review and literary pages.

THAT, as the WEEKLY recently stated would be the case, there has been a considerable revival in the advertising of wireless outfits, and that in some respects the provinces—particularly where there are broadcasting stations—are being favoured with more business of the kind than the London newspapers.

THAT the newspapers in Liverpool are this week reaping substantial benefit from Civic Week and the efforts of local traders to play a prominent part in the celebrations.

THAT a number of advertising men and their women folk who enjoyed a delightful week-end in the spring at a Worthing hotel are to spend Saturday to Monday there to see what it is like in the autumn.

Mr. D. T. Jackson, Advertising Manager of ANGUS WATSON & CO., LTD., is good enough to write SKETCH  $\mathbf{Y}$ is coming out rather well in our records for applications for the recipe books offered in both SKIPPER' SAILOR SALMON' advertisements; position of this paper stands very high as to the actual number and the cost per application.

The Daily Sketch, incorporating The Daily Graphic, will surely prove now an even better "pull" than ever!

ULRIC B. WALMSLEY, Advertisement Manager, The Daily Sketch and Sunday Herald Ltd., 200, Gray's Inn Road, W.C.1

#### The American College Market

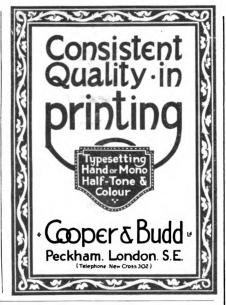
There are over 800,000 college students residing in approximately 600 college towns in America.

For over eleven years we have specialised in securing profitable business from these college students for manufacturers of logical products.

We are prepared to help English manufacturers secure distribution in

these college towns.





# that help to

sell your gòods

VATERGATE HOUSE . ADELPHI. W.

#### XMAS **ADVERTISING**

The Star Book of Xmas Blocks is now ready. It contains 280 different Xmas and Gift Illustra-A positive necessity to tions. everybody who is advertising this Christmas. If you haven't received your copy yet, send your letter-heading and 1/- to

STAR ILLUSTRATION WORKS, Carlisle St., London, W.1

#### IDEAS MAN WANTED.

Vacancy occurs (progressive position) in complete Service Agency, London, for young man able to formulate clever ideas, write effective copy, and produce original lay-outs. Only experienced men, able to show the right kind of "specimens," need apply. Write, stating age, experience, and commencing salary required, to Box 390, ADVERTISER'S WEEKLY, 66, Shoe Lane, E.C.4

#### Lady or Gentleman required for Ideas & Copy

by London Advertising Agency. The applicant selected will be required to supply ideas, make own lay-outs and write copy for advertisements, booklets, catalogues and form letters, etc., dealing with Babies' and Children's Outfitting (retail), Ladies' Gowns (retail), and Dveing and Cleaning, etc. Preference will be given to one with previous experience in these subjects, although this is not absolutely essential. The position offers scope for well-educated person with initiative, a good knowledge of advertising and the ability to originate sound selling schemes. Applications, which will be treated in strict confidence, should give full particulars as to ability and previous experience, state age and salary required, and if possible enclose specimens of work.

Apply Box 391, "Advertiser's Weekly," 66, Shoe Lane, London, E.C.4.

#### We Hear

THAT it is seldom an advertiser obtains such free editorial publicity as did a wellknown one when reference was made, in a reported speech at the Labour Conference at Margate, to "Williams' pink pills for pale people," a rejoinder to some remarks made by Mr. Robert Williams, of the Daily Herald, who was chairman.

THAT the death took place at Edinburgh last Saturday of Mr. William Crawford, head of the biscuit making firm and advertisers of Crawford's Scotch Shortbread, and grandson of the founder of the business.

THAT the Advertising Club of Ulster has extended an invitation to the Dublin Publicity Club to be its guests on November 3.

THAT the most talked-of advertisements of the week have been those that counsel us to Buy British Goods, and that the first advertisements of the Empire Marketing Board have been generally approved as dignified announcements in tune with a great scheme.

THAT the old-established firms of Messrs. Peter Robinson, Ltd., whose new buildings at Oxford Circus are an architectural joy, and Messrs. Stagg & Russell, Ltd., who have given their renovated premises in Leicester Square a continental look, have both largely increased their advertising expenditure in the dailies.

THAT while the Monomark advertising has almost completely dropped out of the London newspapers, a vigorous campaign is being worked on behalf of sole agents in the provinces, where the displays in local newspapers are among the best of the kind Monomarks have issued.

THAT Mr. Gerald France, of Scott & Turner, Ltd., had last week-end a business conference of the salesmen and others who have made Andrews Liver Salt the big selling line it is.

THAT the City of Leeds, with the energetic help of the Leeds Publicity Club, intend to have a Civic Week next year on the same lines as Manchester.

THAT some of the smartest young men in the Street had an interesting and enjoyable time at the Mansion House bazaar either in the role of packers—or as escorters of the fair stall attenders to the tea room.

THAT the Irishwoman's Weekly-a bright little home journal published by the Dublin Evening Mail—has ceased to exist.

as in your campaign It sells in the home



# What is the most valuable Advertising Space? Some Replies—



ODHAMS PRESS Ltd.,

Long Acre, W.C.2



Each Week our Seven High-Speed "Crabtree" Printing Presses Eat Up 55 Tons of Newsprint.

Our Returns Average 6.3 per Cent.

Solid Sales Assure Success.

Most Folks Buy a Paper Sometime, All Edinburgh Buys The News Everytime.

# EDINBURGH EVENING NEWS

SCOTLAND'S "CAPITAL" PAPER WITH THE LARGEST SALE



LONDON OFFICE: 3-5 SALISBURY SQUARE. 'Phone, City 9330

#### AUTUMN APPRO PRIATIONS

INCLUDE THE

OLDHAM

CHRONICLE
THE ONLY NET SALE
PAPERS IN THAT AREA.



OLDHAM
CHRONICLE
EVENING & WEEKLY
ADVERTISE
IN INDUSTRIAL
OLDHAM.

Vol. 52

FRIDAY, OCTOBER 29, 1926

No. 699

# Good Marketing Ideas From the Dominion Premiers

It is impossible to give at any length the speeches of the Dominion Prime Ministers and representatives at the Imperial Conference. We print below extracts from the speeches which are of particular interest in connection with advertising and salesmanship.

Mr. Bruce, Prime Minister of

LTHOUGH the sales are going up, the cars which are being purchased in Australia from the British manufacturer are not suitable to Australia; they do not meet Australia's requirements nearly as well as the American car, and, with very few exceptions, it is owing to the fact that the Australian people desire to purchase British cars that those British cars are being sold. There is a great market there that is not being taken up by the British manufacturer at all.

The actual position with regard to motor-cars is that Great Britain has its home market, and has a system of taxation upon motor-cars which is dependent upon the power of the car. You have extraordinarily good roads throughout Great Britain, and the manufacturer in Britain naturally produces a car suitable to his own country. He produces a low-power car to avoid the taxation and because it is suitable to the perfect roads of this country. But it is not suitable to Australia, and, while our experience is that British cars will last much longer, and in that sense are a better purchase, it is no good purchasing something, even if you believe it is better, if it is unsuited to the local conditions.

It is not possible for any British motoring firm to say, "All right; we will cater for the Australian trade. We will produce a car that is suitable to it, and we will fight the American in this market." It cannot be done, because the overhead charges would paralyse any individual manufacturer in this country, and I suggest that the only possible way in which it can be done is for the motor industry as a whole to make up its mind that it is going to get this very great British market oversea, to come together and combine to assemble in Australia certain cars specifically built on behalf of the whole motor industry of Great Britain, and that otherwise we shall continue to get this multiplicity of cars from different manufacturers with the resulting difficulties about spare parts.

There is the question of standardisation, and I do not think there can be any question of greater importance to-day. But I would suggest that we have to try and get a real forward move

#### THIS WEEK'S PAPER

Plans for Empire Publicity and Research

Points from statements of Mr. Amery and Sir P. Cunliffe-Lister

Selling on Instalments by Mail Order—By Cecil Chisholm

Advertising that pulls immediate results

Distributing an Expensive Catalogue or Book of Samples—By Max Rittenberg

Drapery Advertising with a Teaser

A Review of the C. & A. Modes Campaign

#### And all Regular Features

Ad. News in Brief
Publication Notes and News
Current Advertising
Advertiser's Gazette
Club Notes and News
We Hear, etc.

#### THE ADVERTISER'S WEEKLY

66, Shee Lane, London, E.C.4.

on an Empire basis in regard to this question and I would further suggest that it is not a matter for Governments. I believe, if this Conference really took the question up seriously, if in all the parts of the British Empire we approached our respective industries, we could bring about a measure of standardisation which would improve the efficiency of Empire production enormously and would remove many of the difficulties that we are faced with at the present time, when, with all the desire in the world, many Dominions find a considerable amount of difficulty in buying British-produced goods for some of their major requirements.

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#### Mr. Coates, Prime Minister of New Zealand

One difficulty that most of the oversea Dominions have to face, and New Zealand and Australia in particular, is the immense distance that it is necessary to transport our produce before it can be placed on our principal market in Great Britain, and anything, therefore, that will facilitate the disposal of our products in Great Britain will enable us to meet this competition on more equal terms; anything that will reduce the cost of the distribution of our products-for example, any reduction in shipping charges, in landing charges, in cold storage charges—or the cost of retailing, will greatly benefit our export trade and ultimately have a beneficial effect on the people of Great Britain themselves.

It is true that competitors with Great Britain are setting up their assembling works in New Zealand. In speaking to manufacturers here they say, "Oh no, there is no business ahead; we have not sufficient business there." I would like to say that if men are on the spot, if other countries think it is worth while to set up assembly works to meet the requirements of the people of the country, then it seems to me that if the British manufacturer wants to keep pace with him he will have to do so also. I will admit it is purely a question of economics and business arrangements, but there is this about it, that every

# The Government's New Schemes for

country has its peculiarities—physical difficulties to be overcome—and a man who is on the spot, with an organisation on the spot, has this great advantage, that he can keep his principals in touch with those requirements and it may be only the very smallest alteration, but that alteration may mean thousands and thousands of pounds to the manufacturer himself.

I cannot too strongly urge the desirability from every point of view, and not least from that of the personal gain to the manufacturers themselves, of careful and continued inquiry as to our actual requirements. I feel that any firm desiring to increase its business with the Dominions—and I speak particularly for New Zealand would be well advised to set up a nucleus organisation in our country, or, at any rate, to appoint a representative there in order to study and report on particular aspects in which our requirements differ from those of this country. I would urge, also, that wherever the value of the article warrants, and particularly in the case of motor-cars, arrangements should be made for the installation of assembling plants overseas. This practice is already being adopted to a considerable extent by Great Britain's principal competitors, and I feel that for success it will be essential to follow this example.

Though I have laid particular stress on motor-cars, I could enumerate a large list of articles in which there is a most promising field for remunerative business by British firms. We purchase, for example, from foreign sources, machinery to the value of a million and a quarter sterling annually, piece goods (cottons, linen, silk), £1,000,000; apparel, £500,000; tyres, £500,000; fancy goods, £300,000; hardware, £300,000; drapery, £230,000; manures, £200,000; cinema films, £180,000; tools, £150,000; musical instruments, £140,000; asphalt £120,000.

It is true that there is an increasing sale for the British-manufactured motor vehicle in New Zealand, but it is not fast enough to our liking, not by any means, and, after going into it very carefully, and particularly taking into consideration the growth of the population, the improvement of the roads—and they are being improved from one end of the country to the other—there seems to me a great field for British manufacturers in that connection.

### Mr. Monroe, Prime Minister of Newfoundland,

I agree fully with all that has been said about the importance of the film trade, but I would point out that

until Empire films of quality as good and prices as cheap as the films made in the United States of America are procurable (which I believe is not now the case), little can be done to increase the Empire trade by any quota device or otherwise. In the matter of films, motor-cars, and all other exports much depends, not only upon quality and price, but on selling methods, and in all these respects British methods can be improved, and the improvement therein will go far to restore the Empire trade to which the sentiment of our people powerfully impels them.

Sir Philip Cunliffe Lister, replying to the speeches of the Dominion Premiers, said he wondered if after the work of this Conference was over he could arrange a meeting of the representatives of the motor manufacturers—some informal conference—Ministers could see their way to give direct to that conference the kind of advice they had tendered that day. If they could find time for that, it would carry weight with the manufacturers, give encouragement to them in a way nothing else would, and would be enormously appreciated.

## Problems in Selling Empire Products

WIDE survey of the problems of manufacturing, distributing and selling within the Empire was made in two speeches delivered to the Imperial Conference last week by Sir Philip Cunliffe-Lister, President of the Board of Trade, and by Mr. L. S. Amery, the Secretary of State for Dominion Affairs.

These speeches were not reported in full in many of the daily papers and we therefore give extensive extracts on the topics of most interest to our readers.

#### Sir Philip Cunliffe.Lister

A good deal of attention has been directed to the growth of producers' organisations and producers' pools. This development appears to me to be natural and inevitable. It is clearly to the interest of producers to combine to obtain the best facilities in transport and marketing. Moreover, the attainment and maintenance of a high standard of quality, efficient grading and packing, and regularity of supplies, all of which are vital to the development of export trade on a large scale, must be difficult unless these standards can be enforced among all producers. A few consignments, irregular in quantity or quality, may prejudice a whole trade. But the desired uniformity can only be obtained if there is a large measure of combination and agreement among producers.

#### Raising Prices

At the same time, consumers are not unnaturally watchful lest producers' organisations should attempt to raise prices unduly. There should be no serious risk of this. The producers are bound to meet keen competition; and it must be the object of producers to increase the volume of their sales and to strengthen their goodwill. Any policy which sought to hold up supplies is bound to defeat itself. Nothing is more depressing to trade than the knowledge that there are large stocks in existence which must come on the market sooner or later.

I am sure that it is in the interest of both sellers and buyers that there should be accurate knowledge of stocks; and, therefore, if we can get a fuller disclosure of stocks, first by agreement within the Empire, and then internationally, we shall improve the prospects of trade by giving traders certainty on one important factor.

We are now preparing in this country the first complete census of

production which we have taken since 1907. The Board of Trade hope that by agreement with trade associations and firms in different industries it may be possible to produce, at regular intervals, an approximate estimate of production, at any rate in the more important trades.

We have on several occasions discussed the possibility of co-ordinating Empire statistics of trade and production, but without getting very far. I do not believe that we shall get agreement by discussions in the air. There are obvious difficulties in any one country altering its basis of statistics without bieng sure of the result. It is, however, important for all parts of the Empire that we should obtain comparable statistics relating to the commerce and industries of the various countries within the Empire.

I would, therefore, propose, as a practical contribution, that we should in the Board of Trade prepare as well as we can from the materials available comparative tables covering Empire production and trade, and should include these tables in our volumes of Empire statistics.

We should then all see what the value of this is, and where it falls short of our requirements. It will then be easier for each country to determine how far it is worth while altering the basis on which its figures are collected or classified in order to obtain reliable comparisons.

Another matter which was not raised at the last Conference but which is, I think, worthy of our consideration is the question of standardisation.

The advantages of standardisation for the manufacturer are obvious.

The benefits to the purchaser are also considerable.

It is clearly of great advantage to a manufacturer if he can secure large orders

### Simplification Market Research

for the same type of article rather than many small orders for articles of varying types. He can instal the most up-to-date plant and he can manufacture more cheaply, with the result that he can sell a greater volume of goods, and, in en-gineering products particularly, he can supply spare parts at short notice in many places.

The advantage to the purchaser is also eat. Standardisation tends to benefit great. him in respect of cheapness and quick delivery. He can compare tenders rapidly and easily, he can replace or repair quickly, and, if care is taken in establishing a standard to secure both high quality and excellence of design, he obtains the most suitable article for his purpose.

#### Risks of Standardisation

It is, of course, important that, in attempting to standardise, manufacturers should not try to give the purchaser something which they wish to manufacture but which he does not want. That is a risk particularly to be guarded against in a country like Great Britain doing a varied world trade. Effective tendardisation can therefore only be standardisation can, therefore, only be secured by co-operation between makers and users. But when the manufacturer is encouraged and assisted to standardise production, wherever standardisation is possible and convenient, he is put in a stronger position to develop special lines, because he has a steady and assured staple production.

Considerable progress has been made in standardisation in this country, particularly in engineering, where the British Engineering Standards Association have drawn up a large number of standard specifications for materials, machinery, and apparatus. Much more can be done. How much depends largely on the willingness of buyers on a large scale.

#### Government Purchases

In direct Governmental purchases, the British Government is doing what it can. The Fighting Services work with the Office of Works, the Post Office and the India Office, on a co-ordinating committee to frame standard specifications for Government purchases. The Office of Works has reduced to a minimum various types of furniture and fittings to supply Government Departments. result of these efforts has been to concentrate on the best designs to the mutual benefit of the buyer and producer.

At the same time there are hundreds of local authorities and institutions which are regular buyers of the same kind of article, but they buy in needless variety. I am told, for example, that no fewer than 132 specifications for police uniforms are issued by 132 public bodies. Such local authorities and institutions could help themselves and help British trade by eliminating unnecessary varieties and concentrating on approved patterns.

I am sure we could do more in this country, and I have little doubt that there is scope for similar improvement in other parts of the Empire. If we could make a greater effort in all our countries to standardise, and if our national standards could be co-ordinated-where

that is possible—into an Empire standard, we should, I believe, do a great deal for inter-Imperial trade.

#### Mr. L. S. Amery

Mr. Amery, dealing specifically with the Empire Marketing Board, said:—
The Imperial Economic Committee in

its first report indicated that there were two respects in which the marketing of Empire food produce could be specifically benefited in this country. One was effective publicity to help to create that voluntary preference which, as the President of the Board of Trade has already indicated, can be a very important factor in these matters.

It was suggested by the Imperial Economic Committee that something like two-thirds of the total money spent from the Empire Marketing Grant should be given to publicity.

CANADA spends her dollars on British Goods-A HINDRED and fifty million dollars last year alone for A Learning control, Vorkshire woollans, Weith implates, Senfondshire posters, rim and and en goods, machinery and other products of our great industrial towns.

Not only in Canada to be buyer. See given preference to Birtoh goods, which means that they resee her markes on more forwished means than are greates.

And Canada winth to spend still sure on goods from Brush. There you have an excellent transm for the progreate from Canada in review. The money you spend on Canadan product comes best in order fits progreate from Canada in review. The money you spend on Canadan product comes best in order fits more of the goods made here. If provides carpoin from the progreate of the goods made here. If provides carpoin for Brush shape its cruents employment for Brush shape. See the comment of the product of the great progreate in the comment of the product of th Buy EMPIRE GOODS ASK-IS IT BRITISH? COB.

The second Empire Marketing advertisement.

The other matter to which it has given its attention is the question of research. Undoubtedly an enormous amount of work can be done by research to help the marketing of Empire produce. In a very interesting report on entomological work which has been circulated to the Conference, Dr. Marshall, the head of the Imperial Bureau of Entomology, points out that something like 10 per cent. of the world's crops are destroyed every year by insects of one sort and another. I mention that as one indication only of the importance of research.

We have set up, in connection with the Empire Marketing Board, two main Committees, one on publicity and one on research.

On the publicity side we have secured the co-operation of a small group of business men, each of them possessing very special knowledge of publicity--either in the wholesale or in the retail tradesuch men as Sir Woodman Burbidge, Mr.

Pick, of the Underground Railways, Mr Crawford, the head of a big advertising organisation, and others—who have thrown themselves into this matter with the greatest keenness and enthusiasm, who have given an immense amount of time, and whose deliberations will, I think, bear very substantial fruit in the near future.

What they have felt and, I think, very rightly, is that it would be a great mistake to launch on a concrete advertising campaign of particular Empire products, and to devote a great expenditure to that campaign, until it is quite certain that the supplies of those products, adequate both in quantity and in quality, are really available from the Empire. Therefore, we have felt it wise not to rush into any detailed advertising campaign until we are quite sure that the ground is ready.

#### General Campaign

On the other hand, a very great deal can be done to establish what might be called a background for such campaigns by a more general campaign, urging the advantages of purchasing Empire goods

rather than foreign goods.

That campaign, both in the shape of a poster campaign and a Press campaign, is now being set in train. Our Press advertisements are now beginning, and we have had some very interesting poster designs submitted, which are going to be on view at the Royal Academy on November 2.

There are other ways, too, in which publicity can be helped a good deal. There are always exhibitions of one sort or another going on. There was the Grocers' Exhibition recently; the Imperial Fruit Show will soon be opening, and there will be the British Industries Fair at the beginning of next year, and perhaps a further fruit show in the

spring.

I think we can see our way to very effective and useful expenditure, but we do feel that this is a side of the work in which we should go gradually, so as not to waste money, and, as any balance of our fund is carried on from year to year and is not paid back to the National Debt Commissioners if it is not spent, we can well afford to lay our plans for progressive expenditure without being rushed by the idea that we ought to spend so much money straight away.

#### Co-ordinating the Results

Mr. Amery then dealt in detail with the grants for scientific research, which were outlined in the Weekly on October 8. He added :-

Another important task that will come within the purview of the special Research Committee that has already been set up outside the main Conference is to ensure that the research work done in different parts of the Empire should not be done in watertight compartments and lost, but that there should be the closest contact between all the different research institutions, so that knowledge of the (Continued on page 181)

# Selling on Instalment by Mail Order

NOTHING LIKE IT IN BRITAIN FOR BURLINK AUDRIO SOLWAY WALTON Sports Suit, 55/-,

#### **CATESBYS** TO MEASURE

HERE'S the Suit we know you will be proud to wear, and we want you to order it now so that we can devote due time to making it the most correct and stylish suit you've ever possessed.

**OUR EASY TERMS SAVE YOU FROM WAITING** because you can pay for your suit as you wear it by means of our Easy Payment plan. We don't see why an honest customer should not be given credit; and we're here in business to give him credit. All we need is a man's good name, a small deposit, and a little each month. People buy houses on Easy Terms. Why not suits?

#### **WE GUARANTEE YOU A PERFECT FIT**

wherever you live. If you cannot call here to be measured by our tallors we will measure you just as easily by post, if you will allow us to send you free the following: Self-measurement form, patterns of all kinds of cloth, and book of London's new Spring styles. A post-card gets them. WRITE TO-NIGHT AND YOU WILL BE RIGHT.

SATISFACTION OR YOUR School Boots MONEY BACK - QUICK!

WE pay carriage in Great Britain. whether you buy on EASY TERMS or pay CASH and secure our special low prices,



Tottenham Court Road,

London. -W.1. 1



One of the best tices of mail order copy with a specialised appeal that has been troduced

#### By Cecil Chisholm

O offer deferred terms by mail-order is to complicate what is already a highly technical job. This need deter no one, however. For the offer of easy terms will often increase both inquiries and orders by 90 per cent. (Often, but not always.) It is one's experience, again and again, that there exist ten people willing to consider buying on deferred terms for one who is ready to pay cash. On the other hand, one has found tests for de luxe goods to show worse returns for deferred payments than for cash: sometimes, too, the results are identical with or without easy terms! Such is the psychology of the modern buyer.

The first people to exploit deferred terms by mail-order were the book publishers of America. To-day their technique is unexampled; although the furniture dealers

run them close in this country.

Perhaps we first realised the possibilities over here when the late Mr. Hooper offered the Encyclopædia Britannica (9th edition) for one guinea down in a memorable series of Times advertisements. Better mail-order instalment copy has never been written. Too aggressive? Yes, but mail-order copy (pace Mr. Wells) must be aggressive. Try to get results out of some that has the refaned manner-and see what happens! The writer has tried it again and yet again—and always with equally disastrous results.

Only the other day, I said "This book will be a classic. Let's sell it like a classic. It should go." We did-and it didn't!

Let us suppose that a certain iceless freezer has never been sold by mail-order before, although it has been sold on instalments by the hardware trade (or such of them as would be induced to touch it). Now it is to be sold on the same deferred terms by mail-order.

What do we require to do? First, we must instal a new costing system. Then obtain from somewhere a being who can write good mail-order copy; not just good copy. \*Next a system for recording statistics accurately, rapidly and intelligently. \*Finally, a credit department, capable of first-rate collection letters.

Mail-order costs bear small relation to any other type of selling cost. If the production cost of our vacuum cleaner was 50 per cent, of the selling price, as might very easily happen, then two courses are open. Either the price must be raised by 50 per cent., or the cost of production must be reduced by 17 per cent. Or steps in both directions may achieve the desired result.

Which is—that production shall not exceed 331 per cent. of selling price. It would be safer round about 25 per cent.—28 per cent. if direct postal methods are adopted, or if the follow-up of inquiries is prolonged or expensive.

However, suppose that it is possible to allow a production cost of 331 per cent. Here is a rough estimate of how costs may fall thus:

|                         |  | P   | er Cent. |    |    |                |
|-------------------------|--|-----|----------|----|----|----------------|
| <b>Production costs</b> |  |     | 33 1     | £1 | 0  | 0              |
| Freight                 |  |     | 2        | 0  | 1  | 21             |
| Selling costs           |  |     | 33 1     | 1  | 0  | 0              |
| Sales overhead          |  |     | 5        | 0  | 3  | 0              |
| Collections             |  |     | 4        | 0  | 2  | 5              |
| Bad debts               |  |     | 7        | 0  | 4  | 21             |
| Administration overhead |  |     | 5        | 0  | 3  | 0              |
|                         |  |     | 893      | £2 | 13 | 91             |
| Profit                  |  | ••• | 101      | 0  | 6  | $2\frac{1}{2}$ |
|                         |  |     | 100      | £3 | 0  | 0              |

<sup>\*</sup>These subjects will be taken up in future articles.

Of course, no figures will apply to every case. Most sets of costs are useful for one type of article only. Bad debts, for example, may vary from 1 per cent. to 10 per cent. Reverts (returned goods) will vary within almost the same limits. Actually, of course, bad debts occur in the cheaper goods, where it is often cheaper to pocket the loss of a number of unpaid instalments than to take the matter into court. On the other hand, selling expense may vary enormously on the same article as between the third advertisement and the thirteenth: and the variation may be in either direction, depending upon the size of the campaign, the timeliness or staple appeal of the goods, the weather conditions, competing offers and a dozen other factors. The calculations given, however, are fairly typical of mail-order selling costs in general.

The reader will remember, however, that to sell any article by instalments demands roughly two and a half times as much capital as selling it for cash. This is as true of mail-order selling as of any other. But it will be understood that the costs shown are for instalment selling: where the article is sold for cash the figures would probably work out on these lines:

Per Cent. Cost per Article **Production cost** £1 0 0 0 1 21 2 Freight ... ... Selling cost... 1 10 50 0 Returned goods 0 8 Administration overhead 5 Cost 903 £2 14 43 **Profit** 8 } £0 5

These figures are not without significance. It will be observed that we have cut out 16 per cent. of our costs on the selling price through dropping the instalment system. This represents 8 per cent. on the twelve payments, if they were spread over twelve months, which is a common figure to allow for interest in instalment selling. In this instance, of course, advertising and selling costs would almost certainly absorb the 16 per cent. of selling price saved.

So much for costs. Our next problem is to secure good mail-order copy. Good mail-order copy men are born, and not made. They scarcely grow on bushes. I should say that it was at least ten times more difficult to find a good mail-order copy man than a good writer of ordinary publicity copy.

To undertake the work personally on any side is to undertake the labours of Sisyphus. Every line must have a punch in it; every word must tell; the interest must be gripped and sustained from the first word to the last; the hook must be well hidden, but deadly; and the bridges leading from point to point must be of deftest engineering. Weak bridges mean orders lost. However, many quite average owners of small businesses have done it. If you can't-employ the best man or agency you can afford.

#### Four Mail Order Points

Four things a good mail-order offer demands—good reason-why copy, an interesting free inspection trial, or sample offer, emphasis on the idea of "use while you pay," and a coupon with a new kick.

The Sturtevant copy on this page shows very clearly (perhaps a little too clearly for its own good) how all these matters are attended to by a competent mail-order copywriter. Here is a perfectly normal offer, with nothing in particular to distinguish it from that of half a dozen competitors. Yet the copy man has made it look different. Here is all the personal appeal of a good news interview derived from some quite ordinary facts about the mailorder scheme—and the president of the company's social prestige. "To use it ten times as if it were your own is to realise (hook No. 1); you become the sole judge. Keep it or return it—the whole transaction is by mail direct with the manufacturer (hook No. 2); \$26 reduction (hook No. 8); else you can ship it back, collect (hook No. 4); easy terms (hook No. 5); no extras to buy (hook No. 6)."

The coupon is equivalent to a hire-purchase agreement of a gentlemanly sort. A master stroke that!

I give the Catesby advertisement as an example of skilful copy addressed to the working-classes.

### "Yes, I Am Convinced That Women Can Think Like Men"

**Asserts Eugene Noble Foss** Former Governor of Massachusetts for Three Terms

> An Interview By Sarah Van Rensselaer

Some men may call him radical for his business methods are unique. He is a pioneer. He dares to do what "isn't done."

I went to Boston to find out what sort of a man was advocating the principle of women buying direct from his factory, offer-

The man, Eugene Noble Foss, former Governor of Massachusetts, supposedly a most conservative New Englander, has been announcing an almost radical propo-

For many years be has been President of the B. F. Sturtevant Company, a \$10,000,000 concern, 62 years in business.

This great New England concern employs one of the leading technical staffs in the country. Many of its contracts for air moving machinery run into hundreds of thousands of dollars.

In schools, hotels, churches, theatres, in the new Hudson River Vehicular Tunnel there are Sturtevant installations.

In costly homes, for years, Sturtevant vacuum cleaners have been the choice. None are finer, none have the Sturtevant background. With New England ideals of manufacture, the Sturtevant vacuum cleaner has ever been the standard for

And now, in the height of its success, Governor Foss and the Sturtevant execu-tives say, "We've perfected this cleaner to its limit—now we must seek other ways to give super-value to American women.

Governor Foss says, "I have investigated 7,000 of our recent sales to women. Indoor new plan has a tremendous appeal Before we instituted it, some men warned me that women did not think like men, that they would be hesitant to deal direct max ney would be healtant to deal direct with a factory. Our conclusions are different. We find women just as progressive as men, just as eager to participate in new-day methods of economical distribution."

So this conservative group of executives sanctions the following sensational offer.

A sturdy Sturtevant will be sent direct from the factory to your home for 10 days free trial. It must sell itself.

If you agree that it is the finest on the market, regardless of price, you can send \$4, then \$5 per month until paid for.

The price is \$39 with all attachments. We would have to charge our former price of \$65, had we not adopted this new policy of "factory-to-you."

If the Sturtevant doesn't sell itself, just ship it back collect.

When I first heard of this offer, it seemed too liberal to me. But Sturtevant executives tell me that recently 7,000 were shipped out to women on this offer-95 out of every 100 women who tried the Sturtevant became purchasers, agreeing

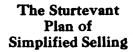
"VE just visited one of the most under-standing men I've ever met. that the Sturtevant is today's supreme vacuum cleaner at today's lowest price.

The Sturtevant is approved by Good Housekeeping Institute and Modern Priscilla Proving Plant. No finer can be bought. The Sturtevant has countless bought. The Sturtevant has countless mechanical superiorities, easily self-demonstrated in your own home. To use it 10 days as if it were your own is to realize its sturdy power, its inbuilt betterments.

See how it gets all the dirt! Not merely the surface dust. Learn how easy running it is—how it reaches into all the corners.

This trial costs you not one cent. It places you under no obligation to accept a Sturtevant for 10 days' free trial. You become the sole judge. Keep it or return it—the whole transaction is by mail direct with the manufacturer.

Just mail the coupon below for a free trial Sturtevant or for more information.



\$36 REDUCTION. If sold in the former manner, B. F. Sturtevant Company would have to price this vacuum cleaner at \$65, at least. The \$39 price is "factory-to-you."



| B. P. | Stu   | rteva | nt Cos | npany  |       |
|-------|-------|-------|--------|--------|-------|
| Dept  | . 95, | Hyde  | Park,  | Boston | Mass. |
|       | ı     |       |        |        |       |

Ship me a Sturtevant vacuum cheaner for 10 days' free inspection. If I keep it, I till stop to the state of the trial period and then at the rate of \$5 per month. If I return the Sturtevant, you are to refund the express charges The title to remain in you until fully paid for.

| Name                                                     |                                                                                     |
|----------------------------------------------------------|-------------------------------------------------------------------------------------|
| Street Address                                           |                                                                                     |
|                                                          | State                                                                               |
| Shipments are made<br>Mass., Camden, Serkeles, Cal., whi | F.O. B. our plants in Best<br>N. J., Sturtevant, Wis.,<br>chever is peasent to you. |

A novel mail order advertisement for a vacuum cleaner, with news interest to attract attention

Thorny Points in Postal Publicity

## Distributing an Expensive Catalogue or Book of Samples

By Max Rittenberg

WHOLESALE drapery house in the City reckons that every copy of a certain textile catalogue costs about 10s.

A firm of textile manufacturers

values its book of swatches of cloths also at 10s.

Rarely does a catalogue worthy of the name cost less than 1s. or 1s. 6d. per copy.

So, if they were to be sent out broadcast, such prices of literature and samples would entail an expenditure (allowing for packing and covering letter and postage) of anywhere from £62 to £525 for every 1,000 names addressed.

In a great many cases it would be sheer gambling to distribute in that way, without first receiving a request for the catalogue or the book of samples.

Can such requests be secured from "cold prospects" economically?

#### Inquiry-Bringing Letters

A friend tells me that he has obtained no less than 40 per cent. of inquiries from a mailing shot designed to secure requests for a certain booklet.

Higher figures have been reported from America, but this article relates only to British conditions and results.

In my personal experience 25 per cent. has been obtained several times; and I should be prepared to stand behind a minimum of 10 per cent. of inquiries from a properly constructed form letter and reply card, mailed to an interested trade or to a selected professional list.

Even on this minimum, it is a far cheaper and more satisfactory distribution to get inquires first.

Catalogue and samples cost (say) 4s. 6d. or 5s. including packing and postage and covering letter.

Mailing list is 2,500 names.

If the literature and samples were sent out broadcast, the cost would be

One would scarcely expect that more than 5 per cent would be sufficiently interested to order. This, in most trades, would be a very comfortable result from a single postal shot to cold prospects.

#### Cost Per Order

Then the cost of getting 125 orders would be approximately £5 per order.

On the other method of operating, an inquiry-bringing letter and reply card are sent first-under halfpenny postage—at a cost of approximately £17 10s.

Assume a minimum reply of 10 per cent.-250 names.

The catalogue and samples are then sent to each inquirer at cost of £62 10s., making with the previous figure a total cost of £80.

From personal experience with such mailing shots, I should estimate that the right catalogue or book of samples would induce orders from at least 25 per cent. of those who were interested enough to inquire and thus showed they were "warm" prospects.

This means in £ s. d. about 62 orders each costing approximately £1 6s. per new customer.

Many a manufacturer or wholesaler would gladly pay £1 for a new customer obtained postally, as compared with his known selling cost per traveller. £5 would probably be too high for him.

However you manipulate figures

such as the above in theory-or find them out by actual practice on the human animal—the general principle emerges that it comes cheaper to locate your" warm " prospects first.

I have suggested above that a form letter and reply card is a standard way

to obtain the inquiries.

But it is not the only practical form of inquiry-bringer. A folder has been successfully used.

#### TO PURCHASE AMALGAMATED PRESS ?

#### Offer from Sir William and Mr. Gomer Berry

THE following circular was despatched from Fleetway House, Farringdon Street, E.C., last Saturday night to the shareholders of the Amalgamated

Press (1922), Ltd.:
"Dear Sir or Madam,—I am instructed to inform you that the directors have received an offer from Sir William and Mr. Gomer Berry for the purchase of the business of the company, which they intend to place before the share-holders in a circular to be issued in the course of a few days. Meanwhile they think it right to let you have this early intimation so as to avoid the possibility of your parting with your shares in ignorance.—Yours faithfully,

"J. R. Sumpter, Secretary."

The Amalgamated Press owns the large group of weekly and monthly magazines, among which are Answers and other publications originally established by the late Lord Northcliffe.

The authorised capital is £3,800,000, of which £3,271,716 is issued and paid up

It will be recollected that it is only a short time since the announcement was made that Sir William and Mr. J. Gomer Berry had bought the *Daily Sketch* and Illustrated Sunday Herald for a sum understood to be in the neighbourhood of £1,250,000. Among the other newsprprs and firms controlled by them are the Sunday Times, Sunday Chronicle (Manchester), Daily Dispatch (Manchester), Financial Times, Cassell's, Weldon's, and Kelly's Directorics. The firm also possesses large interests in numerous other provincial publications.

Sir William has not yet disclosed the proposed purchase price of the Amalga-

mated Press.

# Still growing!

# **New Accounts-October-**GLADYS COOPER BEAUTY **PREPARATIONS** FERRANTI, LTD.

CHARLES F. HIGHAM, LTD., IMPERIAL HOUSE, KINGSWAY, LONDON.



Believing that prosperity is the certain reward of foresight and enterprise, we offer this timely greeting—timely because success in 1927 will largely depend upon selling and advertising campaigns being well and truly laid within the next few weeks. The organisation of Saward, Baker & Co., Ltd., of 27, Chancery Lane, W.C.2, is at the disposal of manufacturers and merchants who desire complete selling and advertising service.

1927

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"Great Eight " Over-subscribed-£1,500 More for Bart's-A.A. Committee Chairmen-Empire Produce Advertising

New A.A. Committee Chairmen

At a meeting of the executive committee of the Advertising Association last week, the following were elected chairmen of committees:—Finance, Lt.-Col. E. F. Lawson; Vigilance, Mrs. Ethel M. Wood; Club Development, Sir Charles F. Higham; Speakers' Bureau, Mr. W. T. Day.

**Empire Fruit Competitions** 

Mr. W. S. Crawford, vice-chairman of the Empire Marketing Board's Publicity Committee, will announce, on behalf of Mr. L. S. Amery, the awards of the Board's Cups for window-dressing competitions at the Imperial Fruit Show at the Holland Park Hall next week.

A Curious Coincidence

Last week's Punch contained a very interesting double-page opening, carrying four upright half-page advertisements. At the top of each advertisement was the drawing of a head, and the copy had a very uniform appearance. The advertisements were those of Army Club, Nugget Polish, Battersby Hats and Austin Reed. This points to a similarity of lay-out that should be avoided.

On Business Research

Mr. John C. Kirkwood, representing the Incorporated Sales Managers' Association, addressed the Battersea Traders' Association last week on the subject, "Doubling a Retail Business in Five Years." Kirkwood also addressed, last week, the Business Research Association, subject being, "Some Practical Results from the Application of Business from the Research."

"Great Eight" Over-Subscribed
It ws announced on Tuesday morning
that the Illustrated Newspapers, Ltd. shares h d been over-subscribed and the lists had been closed.

From the prospectus of Illustrated Newspapers, Ltd., is gleaned the interesting fact that included in the assets acquired is the right to use a secret process of colour photogravure, known as the Heliochrome process. This is claimed to give better and more effective results than the present half-tone process and "should be of great value in the reproduction of editorial coloured illustrations and coloured advertisements."

Wins Golf Prize

Playing in the National Liberal Club Golf Circle, Mr. V. J. Reveley won the medal prize with a score of 78 net at Addington.

Special Poster Site

The Boro' Billposting Co. have erected an ornamental and panelled hoarding on the site of Madame Tussaud's in Marylebone Road, a special position of striking appearance.

Rowntree's Buy Canadian Firm

Negotiations have been entered into by Rowntree and Co., of York, for the requisition of the business of Cowan and Co., cocoa and chocolate manufacturers, of Toronto, and subject to confirmation Rowntree & Co. will take over the Canadian business on January 1.

Novel Medium-Novel Appeal

The Northern Advertising Agency have a rather interesting advertishing Agency have a rather interesting advertisement in the Edinburgh Programme of the International Celebrity Concert this season. Mr. McKean Cant offers his services as "an agent who can plead a cause with conviction and force," and he appeals to organisers of social, artistic, political or religious functions. religious functions.

Anonymous £1,500 for Bart's

Last Thursday, Mr. Fred Slaughter, the hon. secretary of the Fleet Street Week for Bart's, was handed a cheque for £1,500 from a gentleman who desired to remain strictly anonymous, but who said he was delighted to make his contribution in recognition of the splendid effort the committee had made on behalf of St. Bartholomew's Hospital. It is thought that, when all the lists are in, the £30,000 will have been reached.

Press Welcome to Dominions

Viscount Burnham presided on Wednesday night at a dinner to welcome the Prime Ministers of the Dominions, the representatives of India and members of the visiting delegations to the Imperial Conference. The arrangements for the Conference. The arrangements for the dinner were in the hands of a joint committee of the Empire Press Union, the Newspaper Proprietors' Association, the Newspaper Society and the Periodical, Trade Press and Weekly Newspaper Proprietors' Association.

Rate Cards Wanted
The Red Lion Publicity Co., Knowsley Road, Clapham Junction, S.W., require rate cards and specimen copies.

**Electricity Publicity Scheme** 

Sunderland Corporation Electricity Department has received authority to par-ticipate in a publicity scheme which is being organised on an extensive scale.

Open New Offices

Marshall Advertising Service, Ltd., have opened an office at 7, Royal Bank Place, Buchanan Street, Glasgow. This Service recently opened an office at 26, King Street, Manchester.

Tribute to an Editor

Mr. C. P. Scott, editor of the Manchester Guardian, was presented with a bust of himself by Epstein last Thursday on the occasion of his 80th birthday. The bust was subscribed for by 500 people, and was presented to him by Lord Derby.

Australian Poster Case Settled

The Australian test case, in which Clarence Russell, of the Russell Advertising Co., was charged with disfiguring the natural beauty of the countryside by erecting a poster on a certain site, was decided at Adelaide recently. He was found guilty and fined £1 with £1

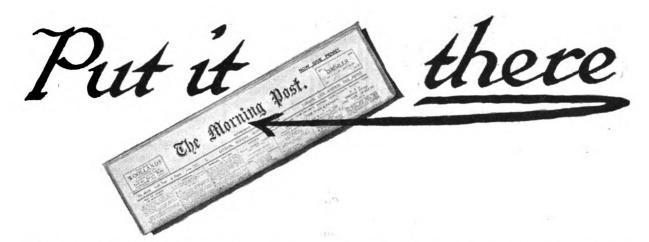
Postmark Ad. Reply
In the House of Commons on Monday. evening, the Postmaster-General, Sir W-Mitchell-Thomson, was asked by Lieut. Commander Kenworthy whether he had any statement to make with regard to postmark advertisements. The Postmaster-General's reply was commendably brief. He said the answer was "in the negative." The political correspondent of the Daily Chronicle understands that the matter has been before the Cabinet, and that they are anxious to drop the matter "if they can find a way to save their faces.'

Two E.M.B. Sequels

On Tuesday morning there appeared in the newspapers two excellent tie-ups with the Empire Marketing Board advertisements. One was from the Army and Navy Stores, who printed an advertise-ment in exactly the same space as that occupied by the first E.M.B. copy, using the same type except in the case of the name block. The heading was "Buy Your Empire Goods at the Pioneer Store for Empire Products." The other advertisement tied up the E.M.B. advertisement with Burgoyne's Empire Wines.



TALKED OF THIS WEEK: The thousands of visitors to the Motor Show this week have passed a new 96ft. sign, erected at Cadby Hall by the P.D.R. Sign Co. The panels are 11ft. by 5ft., while Nippy is 10 ft. high. The realistic appearance of the tiles adds to the good effect, and the colour work throughout is of a most attractive character



# HAT IS THE SECRET of the great pulling power of the MORNING POST?

Last week an advertiser received inquiries for fully £6,000 worth of business from about 70 MORNING POST readers, as the result of a single insertion measuring 4" double column. These were not idle inquiries, as the big business this advertiser has already done with POST readers abundantly proves.

THE MORNING POST has no waste sales, and it pulls because it is read by a tremendous body of people of substance, who appreciate a paper with a standard of production that no other penny daily can attempt to equal.

Follow the example of numbers of leading advertisers. Include the MORNING POST NOW, and Book Ahead before its steadily growing sale brings about an inevitable rise in rates.

# The Morning Post

The Complete Quality Penny Daily.

PERCY WATSON, Advertisement Manager, 346, STRAND, LONDON, W.C.2.
Telephone: CITY 1500







Two of the teasers and the answer

# A Teaser Campaign with a Shape as Clue

How C. & A. Modes Launched a Provincial Branch-Some Problems of the Local Appeal

SUCCESSFUL campaign that was based on the shape of the trade mark and on one hundred thousand personal invitations is an interesting story. There were many other features in the campaign, telling points and selling points, but those two played a dominant part in it.

C. and A. Modes, Ltd., have made their name well known in London and Liverpool. They extended last month to Birmingham, and the problem was how to make the whole of the city and its surrounding populated area realise that there was something new and interesting in the shopping centre.

The building had been in progress for some months. It had been freely postered with announcements. And

Am Invitation

C&A

MODES LIMITED

1926

The front of the folder sent out as a personal invitation to 100,000 people

in those posters the trade mark of C. and A. Modes, Ltd., which has a distinctive shape, had figured. There lay the key to the opening movement of the campaign.

A series of teaser advertisements was drawn up in which the only clue to the puzzle was the outline shape of the trade mark. A week before the opening of the building triple-column spaces seven inches deep appeared in the Birmingham and district daily papers in which the outline, a query mark and date provided the copy. It was an effective teaser because in the minds of many readers the uncommon outline was already subconsciously familiar and the conscious mind was set searching for the clue.

The full campaign was launched on September 21 with the simultaneous posting of 100,000 personal invitations to visit the establishment and the appearance of full pages in the Birmingham Post, Birmingham Gazette, Birmingham Mail, Evening Despatch, Wolterhampton Express and Star and the Worcester Daily Times. These papers had been used at the end of the previous week for preliminary announcements and there had been a full coverage of the locality with the weekly papers on the Saturday, those used including the papers in Coventry, Lichfield, Stafford, Walsall, Dudley, Stourbridge, Kidderminster, Evesham and Warwick.

The personal invitation carefully avoided the conventional invitation card. It was a cut-out folder with the invitation on the face of the first fold inside. But every one of the hundred thousand was carefully superscribed with the name of the recipient and on the other folds were details of the establishment which the visitor was asked to see.

This invitation was backed up by a broadcast invitation in the morning

papers on the private view day in double-column spaces, the evening papers of that day carrying the first selling announcement.

The copy and lay-out of these announcements deserves rather special study, for there are impelling circumstances behind certain of the modifications, circumstances which would not be appreciated at a distance, but which have locally a distinct importance as sales aids—or sales deterrents.

### A Local Problem

The C. and A. building being in Birmingham it was natural that there should be evidence of Birmingham's corporality in the advertising. But what is Birmingham to Walsall, or Dudley or Kidderminster? "What's Hecuba to him, or he to Hecuba?" It might seem, at a distance, that the surrounding towns would be proud of their proximity to the Big Brother. The arms of Birmingham should convey a feeling of shelter and security. In actual fact

Well, that is the sort of thing that you only find out by local market research—and you do not find it in the Free Library.

So the full pages in the local weeklies, though they conformed in general style to the lay-out for the dailies, did not feature the arms and the motto of Birmingham.

The Birmingham campaign was markedly successful. The visitors on view day and on the opening day numbered thousands, and the steady advertising since has kept up the attendance. It is an interesting example of a big campaign planned with national experience but adapted to the particular local circumstances.

The work was carried out by Amalgamated Publicity Services, Ltd.



The full-page lay-out as used in the Birmingham papers



# SEEING IT THROUGH

The only men, the only organisations with which modern business need concern itself are those that can see a thing through—those with abilities equal to the ideas which they suggest.

Often an Advertiser says to an Agency, "Show me some ideas," when what he should say is, "Show me what you can do with your ideas."

Mather & Crowther are able to provide ideas and put them to work.

We cordially invite those interested to call and examine personally the opportunities provided by the Mather & Crowther Organisation

### MATHER & CROWTHER LTD

Modern Advertising

10-13, NEW BRIDGE STREET, LONDON, E.C. 4

## NOTES & NEWS

PUBLICITY CLUB EXECUTIVES TO MEET IN BIRMINGHAM

Details of Session Arranged for November 13

HE Publicity Club's Executive Session, arranged by the Advertising Association, which was post-poned from Blackpool, is to be held in Birmingham on November 13.

Mr. Andrew Milne has taken a census

of opinion from the clubs throughout the kingdom on the question of holding the session, and a great amount of enthusiasm exists among club executives. It is hoped to provide an inspirational hour or two for those who are doing club work throughout the year.

It is clearly pointed out that this is not a convention. It is merely one of the Blackpool sessions which, it was thought, should not be abandoned altogether, since it will certainly serve to further club work in all parts of the country.

Briefly, the day's programme will be: 1 o'clock.—Meet at Queen's Hotel, Birmingham, for Luncheon. Chairman, Alex. MacKenzie, President, Glasgow Publicity Club.

2.30 p.m.—Session opens. Chairman, Lt.-Col. Millican, Advertising Club of Newcastle-upon-Tyne.

7. p.m.—Dinner. Chairman, A representative from the Ulster Club. All hotel accommodation will be booked and reserved, if desired, by Mr. Walter Henman, Chairman of the Birmingham Publicity Club, whose address is Halifax Works, 36, Pershore Street, Birmingham.

### Newcastle-on-Tyne-Advertising and Industrial Development

Lt.-Col. E. F. Lawson addressed New-castle and District Advertising Club last week on "Advertising and Civic and Industrial Development."

He declared that advertising was continually increasing but depended on business. There was little prospect, in his opinion, of anything like a boom in advertising was continued by the control of the c tising until the coal stoppage was ended. With regard to civic advertising, he could not see why it should be confined to pleasure resorts.

Alluding to the proposed exhibition at Newcastle in 1928, Col. Lawson said it would be a great mistake if they spent all their money on the show and left nothing for advertising it. It was no use whispering about the exhibition. Mr. Herbert Shaw, secretary of Newcastle Chamber of Commerce, averred that in the work of local publicity the advertising club could render valuable service to the community. He mentioned that the sum of £5,000 was set aside for the Exhibition, but this was considered inadequate by Mr. Gerald France, who also spoke.

### WHAT'S ON

Aldwych Club, Tuesday, after-lunch talk on "How to Keep Fit," Mr. Eustace Miles.

Glasgow, Grosvenor Restaurant, 1 p.m., to-day (Friday), Topical Talk by the Members. Regent, Caxton Hall, 7.30 p.m.,

Wednesday, Discussion by Members on "What Could be Better Ad-vertised?—How and Why?" I.S.M.A., New Prince's Restau-

rant, 7.30 p.m., Wednesday, Dinner; "Inter-Empire Salesmanship," Sir Harry Brittain, M.P.

### Women's Advertising Club-Annual Meeting and Elections

The annual general meeting of the Women's Advertising Club of London took place on Thursday, October 14, after a very successful dinner at the Trocadero.





Miss Sangster (President)

Mrs. Mortimer (Vice-President)





Miss Fielding (Hon. Treasurer)

Mrs. C. A. Hog (Hon. Secretary)

The following officers were elected for the ensuing year:-President, Miss F. Sangster (managing director, Messrs. W. S. Crawford, Ltd.); Vice-President, Mrs. Mortimer (advertisement manager, Time and Tide); Hon. Treasurer, Miss Fielding (Messrs, Osborne-Peacock Co., Ltd.); Hon Secretary, Mrs. C. A. Hog (Messrs. F. A. Davis. Ltd.).

Cardiff-Modern Marketing and Re-

newed Prosperity
"Practically the whole community has adopted the old slogan of the licensed victuallers—'Our trade, our politics,' said Mr. W. H. Harford, a director of Messrs. Saward, Baker and Co., Ltd., when addressing the Cardiff Publicity Club on Tuesday night.

"The old problems over which we used to get so excited have faded into insignificance before the one outstanding question of how again to reach the road of prosperity. Nevertheless, we find our country roughly divided into two schools—the pessimists and the

optimists.
"As one interested particularly in selling and advertising, I range myself unhesitatingly on the side of the sane optimists, and warmly welcome those voices which are raising themselves to say that trade is not war, but a system

of exchange.
"I am proud to be a member of the advertising business mainly because it is the one business that has consistently, since the war, preached the sanity of optimism. The balance-sheets of consistent advertisers and of the public Press are a complete vindication of the soundness of efficient advertising allied

with vigorous selling campaigns.

"The road to prosperity will show itself when there has been a change in our mental and practical outlook on commental and practical outlook on commental and practical outlook on commerce. Forty-five million people in 121,633 square miles is the most desirable market in the world. The Empire population of 450 millions is a market that is a bottomless well of wealth. The English-speaking population of the world, one hundred and sixty millions, makes a market for British goods the saturation point of which need not worry the children of our great-great-grandchildren.

"Imagination allied with modern practical methods of marketing and selling can bring as much prosperity to this country as we can comfortably deal with."

#### Norwich—Thetford Chamber Trade Entertained

Twenty members of the Thetford Chamber of Trade and Advancement Association, including the Mayor, visited Norwich on October 21 as guests of the Norwich Publicity Committee. After a civic reception by the Lord Mayor, Town Clerk and chairman of the Publicity Committee in the Guildhall, the party were shown some of the most interesting features of the city. During a discussion on mutual assistance in the advertising of towns, it was stated that the very fine road from London to Norwich, through Thetford, was to figure largely in the forthcoming advertising of the Norfolk Resorts Board.

(Continued on page 168.)

# Belfast Telegrap SHREWD SPACE BUYERS CONCENTRATE ON THIS PAPER.

The Fleet St. and Advertising Club 3, Cursitor St. Chancery Lane.



is opening on MONDAY NEXT NOV. 1st

at 11 a.m. Lunch from 1 p.m.

No formal opening Bring a prospective member with you

Applications for membership to J.W. Slaughter at the club address

CLUB NOTES — (contd. from page 166).

### Aldwych—Presentation Night for Golfers

The November house dinner—Wednesday, November 10—will be a golfers' night, when Lord Riddell will be present to hand over to the winners his challenge trophy and other prizes won in the recent Inter-Ad. Clubs' Golf Tourney. Sir Charles Wakefield, Bart., will also be there to present the Wakefield Cup and the prizes played for at the autumn meeting of the Aldwych Club Golf Circle.

### Birmingham-Mr. Wallace Attwood on American Business Methods

The speaker at the fortnightly meeting, on October 13, was Mr. Wallace Attwood. Mr. H. J. V. Greenwood presided.

Mr. Attwood gave a most interesting and racy address on his experiences during a tour of various cities in the United States, undertaken for the purpose of studying American sales methods.

Referring to the difference in outlook between the British and American buying public, Mr. Attwood said there was a considerably smaller resistance in the States to sales efforts than there was in this country. This he attributed to the fact that the people generally had been educated to buy.

Mr. Attwood intimated that there was no need to be pessimistic in regard to the efficiency of salesmen in this country when compared with the Americans. In fact, he went so far as to say that if there was an exchange of ten men selling a certain article, he believed that while nine out of the ten Britishers would make good in America, not more than two or three of the Americans would make good on the same proposition here.

At the close of the address Mr. Attwood was asked what the feeling was with regard to the universal easy payment

evetem in the States.

Mr. Attwood pointed out that this was due to the desire created largely by advertising methods; people wanted certain things when they saw them advertised, and they were willing to mortgage their wages for months or even years ahead in order to obtain them. Whether that was good for business or not, he was not prepared to say at the moment, but so far as he could tell, failing any financial panic, no difficulties would arise.

### Bradford-Mr. W. B. Robertson on "Mail-Order"

Valuable advice in connection with the successful running of a mail-order business was given to the members of the Bradford Publicity Club by Mr. W. B. Robertson at their last meeting. Mr. H. H. Tompsett presided.

The speaker stated that the value of a mail-order business lay in the local trader being able to expand his market, and its scope might be regarded as covering any-

where in the fiscal area. The one thing essential in all mail-order businesses was a note of confidence. Prospective buyers had to buy a postal-order or write a cheque and take the trouble to post the order, and they wanted assurance that their money was coming home again in good value.

was coming home again in good value.

Turning to the advertising side of the business, Mr. Robertson urged his hearers to study most carefully the media they used for their announcements. If an advertisement did not pay it was a bad advertisement, or it was in the wrong medium, or the goods were not wanted.

Mr. Robertson emphasised the need for an efficient recording system in the mailorder business. A firm should know exactly what results accrued from every insertion of every advertisement. Unless this was known the advertiser had no guide as to which papers and advertisements were pulling their weight and which required stopping.

In conclusion, Mr. Robertson advised members of the club not to send out printed letters to the public. These lost the personal touch—the very thing essential in all businesses.

### Publicity Club of London—Should the B.M.A. Advertise?

Sir William Arbuthnot Lane, at the Hotel Cecil on Monday, spoke of the ideals of the New Health Society, which was started three years ago to educate the people in matters of health, to keep people well instead of curing them when they are ill. Nothing, he said, had been advertised so thoroughly as the New Health Society, for the newspapers had devoted great space to its activities.

This remark prompted Mr. Roy Hardy, who was in the chair, to suggest that the British Medical Association, as an authoritative body, should advertise in the Press. There was a great need for the education of the public, and if the B.M.A. were to buy space to inform people how to keep well, it would do an enormous amount of good. He suggested as a slogan, from another point of view, "If you are ill, go to a doctor."

### Regent-First Dance of the Season

About 125 members and their friends attended the first dance of the season given by the Regent Advertising Club last Saturday. It was an outstanding success and proved the correctness of the unofficial title "The Club With the Cheery Atmosphere." Everybody seemed to know everybody else, or at least they did by the time they broke up at 11.30 p.m. Two Paul Jones dances certainly helped towards this happy state of affairs, and the whole party agreed that the next most important social event of the year was the Carnival Dance on Friday, November 19—a fancy dress affair due to last until 2 a.m.

Mr. H. G. Saward, Chairman of the Club, was present with a party, and also many other well-known people in the advertising world.

### ADVERTISING MEN FIND NEW HOME

### Fleet Street and Advertising Club moves into Cursitor Street

The army of occupation is gradually leaving 3, Cursitor Street, and leaving the club premises all the brighter for the complete transformation of the past few weeks.

Next Monday, November 1, the Fleet Street and Advertising Club will be open to members and their friends, and a very welcome surprise awaits not only those who remember the old premises but also the hundred or so new members. Over £1,500 has been spent in reconstruction, decoration and furnishing, and now within a few hundred yards of Fleet Street is accommodation beyond the wildest hopes of some of the advertising men who a few years ago urged the necessity of acquiring premises.

It is proposed that the opening next Monday be quite informal, so that the steward and his staff have every opportunity to gauge and attend to the requirements and comforts of members. The large dining hall provides just the place for lunch or for evening grills that advertising men have so long wanted. Here a hundred men at a time can dine in comfort, with friends around, and at a reasonable cost. Altogether more than 200 lunches can be served.

Later on it is probable that an official opening will take place particularly to afford the club an opportunity to record its appreciation of the magnificent support that has been given by various newspaper proprietors and well-known advertising agents—the support that has, of course, turned proposals into achievement.

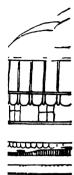
Until this occasion members can give the committee invaluable assistance by The solid suggestions and criticisms. details have been pretty well hammered out during the last year, but no committee is infallible, and therefore the cooperation of members is specially welcome. Although there is a very large expenditure involved in the undertaking it has been decided, after very careful deliberation, that the subcapitation this way chall be that the subscription this year shall be only two guineas and, further, that all new members accepted now by the election committee shall be enrolled without payment of an entrance fee. A heavy subscription and a large entrance fee would act as a deterrent in many cases. Of course it is realised that an entrance fee will be eventually inevitable. Sheer physical dimensions determine that membership must not exceed a certain number, and judging by the quantity of applications that are rolling in the time is not far distant when that limit will be reached.

It is proposed as soon as organisation details are finally disposed of to appoint various new sub-committees to organise a series of interesting after-lunch lectures, debates, social entertainments and build up an advertising library—a most needed adjunct to the advertising business.



# At the Hub of Industrial Wealth Paily Dispatch EVENING CHRONICLE





# The WORLD'S PICTORIAL NEWS takes you into an unexploited market in the rural and

ROM the big terminus to the station of a country town that serves a dozen villages nearby; from the station to the village general store; and over the counter to the busy housewives—that's the way the World's Pictorial News takes your message.

small town areas

Most of its more than 350,000 circulation follows this little-trodden route. The World's Pictorial News, by carts, vans and motors, reaches the out-of-the-way places the country over. Here you will find the consumerresistance at its lowest. Everybody knows everybody else. No high-brow topics fill the waking hours, nor are intimate domestic matters taboo. You hear these delightful, homely folk discussing household economies, bargains and domestic improvements with that earnestness with which we might discuss orchids, Holst or Coward. In the village store, in the cobbled main street, by the stile across the meadow, over the back fence, and in their parlours. That is why, if you persuade Mrs. Jones, you may persuade the whole of Little Mugford—and that is why your message will be so effective through the World's Pictorial News.

A copy will be sent you, or the representative of the "W.P.N." will call, on request.

### Publication Notes and News

1,074,379!

The certified net sales of John Bull for the issue dated September 25 were 1,074,379, an increase of 24,727 in two months.

### New Small Ad. Office

The Times has opened a new classified advertisement office at 72, Regent Street,

## "Advertising Display"

for November which will be presented with next week's " ADVERTISER'S WEEKLY " will deal with

### new newspaper standards

### "Daily Sketch" Tennis Court

The Daily Sketch have opened a splendid hard tennis court in Gray's Inn Road for the use of the staff.

### Y.E.N. Building Number

The Yorkshire Evening News on Monday evening issued a sixteen-page paper. This very noteworthy effort included an 8-page Supplement commemorating the completion of the fine new Y.E.N. build-ings in Trinity Street, Leeds. This special issue of 112 columns carried some 51 columns of advertising.

### Motor Show Advertising

The papers have carried a record amount of motor show advertising this year. Composite pages have been appearing, not only in the London and pro-vincial dailies, but even in small county papers and local weeklies. The Advertiser's Weekly has received no fewer than a hundred papers in which special motor advertising appears, but it is, of course, impossible to review each publication.

### Five Tons of Paper

The Hairdressers' Weekly Journal for October 23 was the largest issue ever published. It contained 108 pages, and involved a consumption of about five tons of paper.

### 81 Columns of Advertising

The Teacher's World last week contained 56 pages. It was the annual school concert number, and carried 81 columns of advertising.

#### Property Bureau Page

The Westminster Gazette last Wednesday devoted its back page to a Property Bureau containing seven full columns of adver-

### Firm Publishes Newspaper

During the Motor Show, Nobel Indus-During the Motor Show, Nobel Industries, Ltd., are publishing from their stand a real daily newspaper, called the Belco Bulletin. Belco is a noted finishing material used on motor cars. A four-page newspaper, printed on newsprint, it is produced in exact newspaper style. There is even a "Stop Press" column, with real late news. Commander Ellis's department has turned out a really good piece of work. out a really good piece of work.

### If They Used Posters

The Placard this month contains its usual interesting article on "If they Told It with a Poster." The writer has taken from the Press several advertisements, and the Sheldon Studio have produced poster designs that tell the story of the Press copy in style fitting for the hoardings. It is not the purpose of these articles to argue that the poster is a substitute for Press advertising, but it clearly shows that the poster can be used to intensify the campaign and act as a splendid ally. This house organ of Sheldons, Ltd., is more than a house organ. It is a really interesting 68-page magazine of advertising.

### Map That Comes to Life

The latest production from Tallis House is "The Map that Comes to Life," showing at a glance the distribution areas of the principal newspapers of Allied Newspapers, Ltd., and Allied Northern Newspapers, Ltd. The information is conveyed in an historical atmosphere. The principal cathedrals are drawn in little and places associated with the names of great Englishmen are indicated in a novel manner. It is a coloured map of great interest, and it points to a new departure in propaganda that is of real value to the space buyer.

The map itself is 40 by 60 inches, well drawn by MacDonald Gill to Mr. J. Murray Allison's instructions. A sixteen-page booklet has also been published, explaining the "map that comes to life." It is a valuable production that should be appreciated by advertising men.

Forty Years Old Mr. Fred Harding tells us that the British Weekly is celebrating its 40th anniversary on November 11 with a very wonderful issue.

Kitchen Week Begins

Allied Newspapers have issued a very attractive folder, pointing out that October 31 begins Kitchen Week in the Sunday Chronicle concrete house competition, when all competitors will be studying the paper for advertisements of kitchen equipment.



By accident or design ?

"Surrey Comet" Success

Last week's issue of the Surrey Comet was not a special number. Nevertheless, it contained among its 16 pages no fewer than 85 columns of advertising. The production of the paper is excellent, the news well presented and the newsprint extraordinarily good for a county paper.

### NEW " MORNING POST " ACQUI-SITION

### Fresh Interests in the "Financial News" and Argus Press

T was announced last week that the Morning Post has acquired an important interest in a new company which has taken over the controlling interest in the Financial News and the Argus Press, Limited. This has been done in conjunction with the former controllers of these properties.

This arrangement will give the Morning Post the extended mechanical facilities required by its rapidly increasing circulation. The Argus Press comprises one of the largest printing plants in London.

It is not proposed to make any altera-tion in the direction or working arrangements of the companies concerned.

The Argus Press, besides already printing a daily newspaper, the Financial News. also prints a number of weekly publications.

# lfast Telear

LARGEST AND MOST POWERFUL ADVERTISING MEDIUM—A GREAT NEWSPAPER.



The Tatler

The Bystander

Eve (The Lady's Pictorial)

Incorporating the Gentlewoman and Modern Life

nd Dramatic News

### Competition Among Newspapers

Lord Beaverbrook on Papers' Activities in the Provinces

ORD BEAVERBROOK was the guest of the evening at the twenty-first Old Colony Club dinner, held at Aldwych House, last Thursday, and presided over by Sir Harry Brittain, M.P. (vice-president of the club). Lord Beaverbrook, who gave an address on "Advertising," said:—

It must be apparent to anybody who studies the trend and the development of advertising in Great Britain that we have entered upon an era of growth. Newspapers are enlarging in size. Some have already enlarged, others have made preparations for enlargement, and will undoubtedly carry out great projects of development in the immediate future.

### Larger Newspapers

The enlargement of newspapers will provide additional space for the adver-tiser. It is a fact that of the enlarged space more than 50 per cent, is available for the advertiser.

It is obvious that newspapers are making pretty big profits these days. Big profits bring with them an era of competition. Already the newspapers in London are somewhat agitated by the competitive methods that are in progress.

I received this evening a statement of I received this evening a statement of newspaper activities in the provinces which I am sure will interest you, because a story of business enterprise is always interesting. I am told that in Leicester the Daily Mail, the Daily Chronicle, and the Daily News are all canvassing for more readers. They are making a house-to-house canvass, and that costs money—a lot of money.

The Daily Mail carries a triple column advertisement in one of the local evening

advertisement in one of the local evening

papers in Leicester.

The People has been canvassing intensively for the last few weeks. The Westminster Gazette is also canvassing actively. In Nottingham the Daily News and the Westminster Gazette are canvassing from door to door with great teams of canvassers, seeking to find new readers for those newspapers. In Lincoln the Daily Mail is canvassing, and all through Yorkshire the Leeds Mercury, a provincial paper, has teams of canvassers. The Northern Echo is canvassing,

The Daily News has several teams of canvassers in Birmingham, and the Daily Mail, the Daily Chronicle, and the Westminster Gazette are also canvassing in Birmingham. In Bristol and Bath the Daily News is canvassing. I might go on reading you lists of canvassing activities in one centre after another. This indicates quite clearly that we are in for an era of very considerable activity in newspaper enterprise.

### **Amalgamations**

Recently we have seen in London two newspapers amalgamate. The process of amalgamation has been going on for some time. I think the time is not far distant-in fact, I feel sure of it-when the balance will be somewhat redressed by the establishment of new newspapers, by the institution of new printing plants, not only in London, but in the provinces.

There appears to be every reason for

this. The balance-sheets of successful newspapers that are being published from time to time indicate that there is a sufficiency of revenue in this interesting business to leave plenty of room for new developments.

For my part, I welcome extensions with a degree of enthusiasm which the wise

man always displays when he sees that competition is developing. He knows that competition will stir his own business to redoubled efforts and increased efficiencv.

That brings me to the reasons for the activity that I show along with my colleagues in the enterprise for which we are responsible. We believe in the future of the British Empire. We would like, as a preliminary to an aggressive campaign of development, to lock up the pessimists. There are so many of them about that every time we utter a note of optimism in our newspapers we are greeted with a shout of derision.

### tch Opposition to "Free Gift" System the Dutch

Interesting Campaign and a Test Case in the Courts

HOLLAND is not merely paying lip service to the idea of truth in advertising. It is at present getting to grips with the prevalent habit of hiding up inferior quality by offering "free" gifts.

Middenstandsbonden-a strong group of middle-class interests with branches in all important Dutch townstackling the problem, its objections being just as much to the pictures or prints slipped into the Dutch packs as to the more elaborate forms of presents made more elaborate forms of presents made by manufacturers or retailers.

A special committee has been appointed and it has been decided to fight a first test case in a court of law. The Committee will take the stand that the gift system is an infringement of the law of lottery and bribery, or should at least be ranked in the same category and be penalised in the same manner.

It must be remembered that there is a country in Europe (and we believe this country to be the only one) which has already ruled out any free gift to purchasers of goods, namely Denmark. It is hoped by the Middenstandsbonden that a similar ruling will be obtained in the Dutch courts.

At the Convention of these Middle-

Class Associations, a few weeks ago, in Utrecht, a "programme" was adopted which can be condensed into the following points, already appearing on some propaganda stamps :-

"When you buy an article and receive a gift, you lose your sense of value of the purchased article. The so-called gift is unmistakably paid for by you, reduces quality and increases prices."

The activities of the Anti-Gift Committee will not be of a passive nature. Neither will the impending law case satisfy their endeavours for cleaner trade and fairer competition. A very intensive advertising campaign is under con-sideration, and an important Amsterdam advertising agent has offered his services free to help the cause. Press, poster, direct mail and sandwich men will be employed.

Shops opposed to the gift system will display plates underlining the uneconomic basis of the "something for nothing" principle, while propaganda stamps will be affixed to envelopes, letters, bills, pricelists, etc. Booklets are also in prepara-tion, and intensive propaganda is con-templated in the form of "Clean Trade Weeks" in the principal centres.

# Small Town"

### How Merchandising has been Affected by the Movies

OVIES, marketing and the small IVI town, were the topics dealt with by Mr. Will H. Hays, president of the Motion Picture Producers and Distributors of America, in an address to the New York Advertising Club recently.

He referred to the effects of motion pictures on the masses of people, especially on life in small towns. He declared that he is a small-town man, and always has been. He eulogised the local newspaper, alluding to its growth in interest and influence; and said that the small-town newspaper and the motion picture theatre were enriching life in small places. In his own town of Sullivan, Indiana, the girls knew all the new styles in dress by seeing them on the screen.

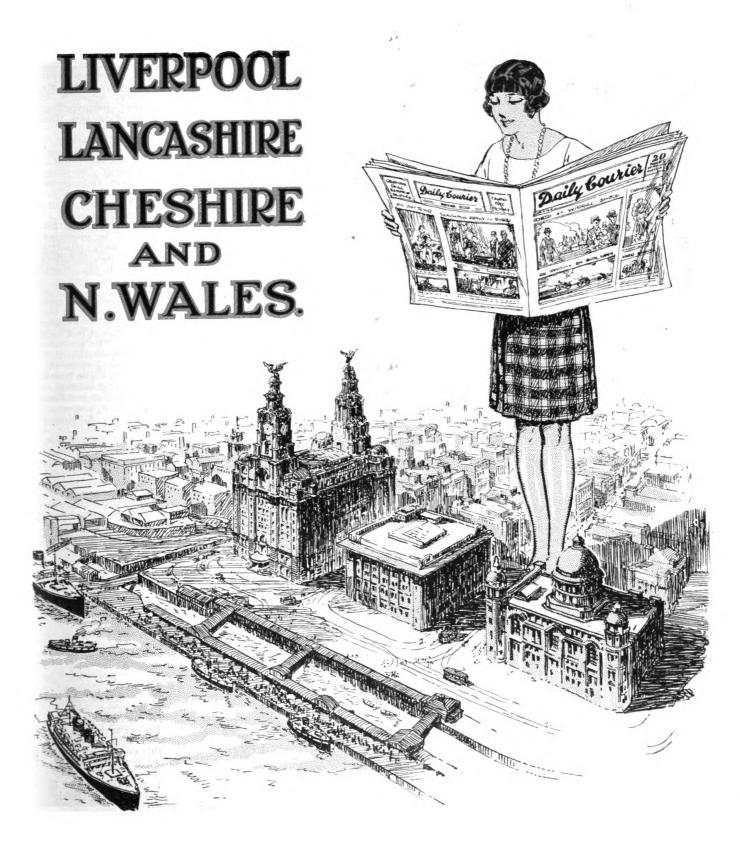
"The motion pictures sell goods, and help trade in various ways," said Mr. Hays.
"They build business. They give the same service in small towns as in the cities, and they tend to make life in them more sophisticated and broader by con-

necting the people in small towns up with city conditions. The pictures stimulate imagination, without which there are not so good markets.

"No matter what aspect of the small town may arise for consideration, the community itself, the small town people, or the small town market or small town newspaper-I am at once awakened to sympathetic interest and perhaps I may understanding.

"The small town newspaper is your letter of introduction to a large, substantial, prosperous body of people. To some of you it may seem to be foreign trade—outside of the regular routes over which you send your sales arguments in the form of advertising.

"Small town minds are no different from big city minds. Probably most of us here came from small towns and some may judge small town merchandising on the basis of what it was when we were boys,"



# £1,000 A YEAR SALESMAN WANTED

We want a salesman who is accustomed to drawing £1,000 a year, and wants more.

If you are a real salesman, aggressive, energetic, and able to analyse your prospects, you will earn more and we will be glad to pay you more.

You will start by selling space in the "Key to London"; if you make good there is a better job waiting for you in the fastest growing Organization in Great Britain.

A Company that started with one room and two employees last February, and now has a staff of more than 50, and offices in three countries.

The "Key to London" goes to every first class passenger who leaves New York for this country, and to most of the Colonial visitors as well.

The average purchasing power of its readers is ten times greater than any other Monthly publication, and the service given to advertisers doubles the value of their advertisement.

An extremely liberal commission is offered and a real Salesman will make good money.

### Address:

American Information Bureau, 199, Piccadilly, W.1.

### ADVERTISING BUSINESS LOST

through not being represented in London which should reach the Provincial Weekly Press. I am prepared to take up the representation of an additional Provincial Weekly o'g sod standing, provided ground covered does not overlap that already handled. Full particulars from Box 394, Weeppresser Weekly 2008.

ADVERTISER'S WEEKLY, 66, Shoe Lane, E.C.4.



### LIVERPOOL'S RECORD EXHIBITION

MR. F. E. BUSSY, in organising the Liverpool Post and Echo Exhibition, has achieved his greatest success. During the first two days, the attendance was more than that of any Exhibition with which he has been associated, with one exception.

The exhibition occupies the old Owen Owen Building, and embraces over 100,000 feet of floor space. There are 145 trade and business activities in Liverpool and District participating, representing a capital of no less than £150,000,000 sterling.

Everything that goes to the making of a home is shown on the ground floor. Heavy machinery and engineering exhibits occupy the basement. Shipping, cotton, timber, newspapers, and general trades are on yet another floor, while the topmost floor is devoted to a magnificent Fashion Show, on living mannequins.

Another feature of the exhibition is that a 6-roomed Bungalow will be presented to the visitor who most closely estimates the number of people who pass through it during the continuance of the Show.

### Rapid Assembling

One item of interest to advertising men is the fact that a Michle machine in the basement was completely assembled and working thirty-six hours after it had been received in the building. The previous record for assembling this machine is, it is understood, held by America, where the task was performed in forty-eight hours. One of the most interesting exhibits is that of the Liverpool Daily Post and Echo

One of the most interesting exhibits is that of the Liverpool Daily Post and Echo itself, where many details of newspaper production are demonstrated. Specimens of photo engraving are followed by a working demonstration of the Murray Multiplex Telegraph System—the instantaneous private wire communication between London and Liverpool. A miniature printing department is also shown, consisting of a latest pattern linotype composing machine, the new steel composing room equipment, a page of type, illustrations of foundry plant, and the new Hoe Unit Type newspaper printing machine (the first to be erected in this country).

### 21 Pages in a Week

During the present week no fewer than twenty-one whole pages of announcements by Messrs. I. and R. Morley and their associated firms are appearing in the Daily Telegraph, including a special page devoted to Nottingham, "The Queen City of the Midlands."

On Monday the first page was an editorial review of the firm's 150 years of

On Monday the first page was an editorial review of the firm's 150 years of progress, in which mention was made of some of the firms who supply Morley's with materials. The second, third and fourth pages were headed with a strip of Morley's copy, while there were four columns of advertising on each page from Morley's suppliers of raw materials and equipment.

This represents one of the largest industrial publicity schemes ever published in a daily newspaper.

"GIBBONS knows CANADA"

J. J. Gibbons Limited Advertising Agents
Cable Address "GIBJAY" TORONTO Code -ABC Fifth Edition

Advertising urrent

John Haddon and Co. have been issuing new instructions for the Imperial Tobacco

Co., and for Swan Pens.

Muller, Blatchly and Co., Ltd., are handling new business for Abbott's Footwear, Minty Varsity Chair and Soflex Underwear.

Ogden and Spencer, Ltd., have new business in hand for Thorne's Toffce.

David Allen Services have again been booking space for Preservene Soap.

Nash and Alexander, Ltd., have recommenced placing for Euthymol Tooth Paste and Field's Candles and Toilet Soap.

Smith's Agency, Ltd., have been booking space for Treloar's, Catesby's and Boots.

Brandis-Davis Agency, Ltd., have business in hand for Cicfa and Hampton Plant Co.

W. J. Southcombe's Agency has increased advertising in provinces for Blue Band Margarine.

Osborne-Peacock Co., Ltd., have extended displays for Toblerone Chocolate and placing for Koh-i-noor Brushes.

Imperial Agency is handling business for Golden Shred Mincemeat.

London Press Exchange, Ltd., have been issuing instructions for Lawson Gas Fire, and renewing for Findlater's Port.

- D. C. Cuthbertson and Co., Ltd. (Glasgow) are again placing for Fleming, Reid and Co.'s Scotch Wool Stores.
- S. H. Benson, Ltd., have increased advertising for Rowntree's Cocoa and Table Jellies.
- S. H. Wright and Co. are booking space for the Gillet £100 Motor Car.

Sells, Ltd., have again been placing considerable business for Lipton's.

Walton Harvey, Ltd., have an appropriation in hand for Tibo Tooth Brushes. Milton Agency, Ltd., are handling new

business for Hurculaces and Avon Tyres. J. W. Vickers, Ltd., have been booking newspaper space for Onoto Pen.
E. W. Barney, Ltd., are using illustrated weeklies for Baber's Shoes.

H. R. Seaward has increased newspaper advertising for Keith Prowse.

Holborn Agency have booked pages in the illustrated weekly and large spaces in leading newspapers for Dewar's Whisky. C. Vernon and Sons, Ltd., have been

giving out for Spong Food Choppers. Marshall Advertising Service, Ltd., are handing out business for Mawers, Ltd., furnishers, and "Kanahora" Carpets on behalf of British and Oriental Carpet Co.

Pool's Advertising Service (Manchester office) have commenced for Piesse and Lubin, Ltd., perfumers, and are also handling for Cazerent Manufacturing Co., and Ashton and Co.

John Heywood Advertising Agency are handling for Davy Fire Escape in provincials.

Morison's Advertising Agency (Hull) Ltd., are handling for Greenwood & Batley, engineers, and British Oil &

Cake Mills, Ltd.

Barker, Drabble & Co. have been appointed advertising agents to the Anglo-American Pharmaceutical Co., Ltd.

Dorland Agency, Ltd., are giving out for Frigidaire, Pratts, Sherley's Dog Remedies, Citroen, Castrol, United States Lines, Essex Cars, Jelks & Sons, Palmer Tyres, and the advertising of the Hairdressing Exhibition.

Winter Thomas Co., Ltd., have renewed in the dailies for State Express 333.

### PERFORMANCE IS PROOF

Buy blocks as you would a car. Just as comparing reputations, records and achievements is the only way to get motoring satisfaction, so it is with block service.

The claim of Gee & Watson to render the most efficient aid to advertisers, agents, printers and publishers is based upon a record of over twenty years of solid performance.

Because they know your needs Gee & Watson can serve you best. Make a test and prove it.



Phones: CENTRAL 1804. CITY 5971.

BLOCKS THAT TELL ARE BLOCKS THAT SELL

### EMPIRE MARKETING SCHEMES—(continued from p. 157)

good work done in one place should not be buried, but be effectively distributed. That touches another aspect of

the same matter, the question of seeing that the results of scientific research are not only distributed among scientists, but made effec-tively available in intelligible lan-guage to the ordinary farmer and producer.

There, again, there is scope for a great deal of useful work, and, I think, useful

expenditure.

In that connection, I mentioned before that the view which the Imperial Economic Committee expressed was that in all these matters, where the question of encouraging Empire produce was con-cerned, the producer in the oldest of all the Dominions should be included as well as the producer in other Dominions.

Indeed, the position would be an absurd one if the newest Dominion, the Irish one if the newest Dominion, the Irish Free State, were specially helped in the markets of this country, and Northern Ireland and Great Britain did not receive a parallel measure of encouragement. When we set up the Empire Marketing Grant we asked the Governments of the Dominions concerned whether it would be agreeable to them that this view of the Imperial Economic Committee should govern the expenditure of that money, because undoubtedly our original suggestion to the Dominions was that we were going to spend this money on the marketing of the produce of the oversea Empire. But all the Governments readily fell in with the suggestion, and, indeed, our experience has been in the main that the advertisement of one branch of Empire produce covers all. If you are urging people to buy the dairy produce of the

Empire you can naturally do it without really distinguishing between Australian or New Zealand butter, or Canadian cheese, or Irish or English dairy produce -the same campaign can effectively help them all.

One thing to which our attention was particularly drawn was the lack of organisation with regard to marketing In that respect the in this country. farmer of this country stands, I am afraid, far behind the farmer in most of the Dominions.

The whole organisation for marketing is very haphazard here, and we decided to allocate a sum which will, when the scheme is in full operation, amount to £40,000 a year, to a campaign of propaganda and instruction in order to improve the marketing of home agricultural produce in the home market.

I do not know if I have at all succeeded in conveying to the Conference something of the spirit of infectious enthusiasm which has animated that little group of men, including those who have come in a consultative capacity from the Imperial Economic Committee, which has been

engaged in this work.

I think, too, that those of us who have been dealing with the publicity work of the Board believe that we can very largely change the current of trade in this country, and, consequently, immensely enhance the market available to the rest of the Empire by a pure educational campaign, appealing through all the various media of the Press, posters, cinema, lectures, and in other ways, to the consumer and to the trader generally.

### Vacancy

The Advertising Director of Daniel Neal and Sons, Ltd., requires the services of an experienced assistant.

Essential qualifications are—ability to write first-class copy for press, catalogues, folders, etc., a proper understanding of lay-out work, a thorough knowledge of the routine of an advertising department, an orderly and methodical mind, a willingness to work whatever hours are necessary and a wholesome contempt for a soft job.

The position is not a sinecure and will require some holding down, but to the young man or woman with the right qualifications and drive, it provides a rather unusual opportunity.

Applications should be made in writing and be accompanied by specimens of work done.

120-126 Kensington High Street W.

I need HELP - quickly!

I want a young fellow to take detail work off my shoulders—a chap with unbounded enthusiasm, a glutton for hard "graft" (English style); with a wo king knowledge of type faces, blocks and papers; speedy and good on layouts for circulars, stuffers and catalogues.

Age, as I see it, anything from 21 years to 24 or 25. When you write, say when you can start and how much you want, together with usual details of past work.

Specimens at interview only.

C.R.W., Box "Advertiser's Weekly,"
66, Shoe Lane, E.C.4.

### HOARDING SITE DISPUTE

Advertising Company Wins Scottish
Case

THE General Billposting Company, Limited, 23A, St. James' Square, Edinburgh, and Aberdeen, has won its appeal against the Lord Provost, magistrates and Town Council of Aberdeen. This was regarded as a test casc. The previous hearing was reported in

the ADVERTISER'S WEEKLY on July 23. Sheriff-Principal McClure finds that the Corporation of Aberdeen refused to grant a licence for a site on the north side of Great Northern Road, near Wells Street, on which the appellants proposed to erect an advertisement hoarding. The Corporation refused the licence under the provisions of the Aberdeen Police and Improvement Act, 1900, a further provision of which allows an appeal to be made. The Sheriff-Pr ncipal finds that the appellants' application was unreasonably refused by the respondents and sustains the appeal, and remits back to the respondents to grant a licence for the site for a period of four years. He finds the respondents liable in the expenses of the appeal.

The Sheriff-Principal in his note states that the ground of the adverse decision, according to a minute of the Streets and Roads' Committee of the Corporation, was merely stated to be that the erection of an advertising hoarding on the site would be detrimental to the amenity of the locality; but this bald assertion was supplemented in some degree by the answers lodged for the Corporation in the appeal. It was there said that 'the Corporation, for the encouragement and attraction of a growing tourist traffic, was anxious to preserve as many fine views within the city as possible, and it feared that amenity would suffer by the obliteration of a view (presumably) of that description if the proposed hoarding shouldbe erected.

### No Amenity Destroyed

"Considering the situation and surroundings," continued the Sheriff-Principal, "I find it difficult to appreciate the attitude of the Corporation. The view so much cherished is for the most part already blocked by buildings to east and west of a cabbage patch, and that site will be utilised for building also and the view over it totally extinguished as soon as improved trade and city development make a market.

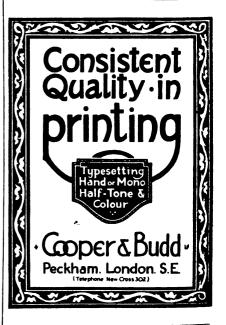
"Hoardings for advertisements—publicly owned, I am informed—fence the road in the near vicinity, excluding any view beyond the roadway."

Dealing with the question raised as to the Corporation's power to refuse a licence for reasons of amenity, the Sheriff-Principal says: "At common law an owner of heritable property is entitled to deal with it as he chooses within his own boundaries so long as (broadly speaking) he does not contravene his title, create a nuisance, or transgress the rights of his neighbour."

Summing up, the Sheriff-Principal says:

"Failing a private Act, the Corporation could, of course, take measures to preserve amenity under the provisions of the Advertisements' Regulations Acts, 1907 and 1925. That, however, would involve the making of by-laws which must be confirmed by the Secretary of State for Scotland; and the amenities which might be protected in this way must be of a class and character precisely specified in these public statutes."







### Advertiser's Gazette

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

### JOINT STOCK COMPANIES

At the expiration of three months from October 22, 1926, the names of the undermentioned companies will, unless cause is shown to the contrary, be struck off the Register :-

Cooper Publicity Co., Ltd. Mechanical Aids, Ltd. Montagu Advertising Contractors (Cardiff), Ltd. Printers Ink, Ltd.

### WINDING-UP PETITION PRESENTED

Fairservice Circular and Prospectus Issuing Co., Ltd.—A petition for the winding-up of this company was presented to the High Court on October 15, 1926. Hearing, November 2, Royal Courts of Justice, Strand.

VOLUNTARY LIQUIDATION (Note.—Voluntary liquidations may, in some instances, refer to companies in course of reconstruction.)

Andrew Melrose, Ltd.—Resolved October 15, 1926, that the company be wound up voluntarily, and that Mr. S. B. Smith, 4, Throgmorton Avenue, E.C., be appointed liquidator. Meeting of creditors at Institute of Chartered Accountants, Moorgate Place, E.C.2, on November 2, at 12 noon. Claims should November 2, at 12 noon. Claims should be sent to liquidator by November 30.

### BANKRUPTCY ACTS

RECEIVING ORDERS, FIRST MEETINGS, PUBLIC EXAMINATIONS, ETC.

Richards, Grant, of and lately carrying on business at 8, St. Martin's Street, Leicester Square, London, publisher. Receiving Order, July 15, 1926. First meeting of creditors, 11 a.m., November 3. Public examination, 11 a.m. December 7. both at Bankruptcy Buildings, Carey Street, W.C.

Widdowson, Robert Harold (trading as the Midland Counties Advertising Organising and Publicity Co.), 177, Staveley Road, Wolverhampton, advertising agent. (14 of 1926.) First meeting, 12 noon, November 2, at Official Receiver's office, 30, Lichfield Street, Wolverhampton. Public Examination, 2.30 p.m., November 3, at County Court, Wolverhampton.

### COMPANIES ACTS WINDING-UP ORDER

Zang & Co., Ltd., 6, Canal Road, oxton. (00403 of 1926.) Winding-up Hoxton. order dated October 19.

### APPOINTMENT OF LIQUIDATOR

Alfred Couldrey & Co., Ltd. 123, Tooley Street, London. (00359 of 1926.) Liquidator: A. G. White (with a Committee of Inspection), 14, Old Jewry Chambers, E.C.2. Appointment dated September 22, 1026. September 23, 1926.

### BANKRUPTCY DISCHARGE

Application for discharge was made to Mr. Registrar Francke, in London Bankruptcy Court, on October 22, on behalf of Henry Charles Edgar Hart, trading as Edgar C. Hart and Co., residing at 247, Stanstead Road, Forest Hill, S.E., lately carrying on business at 93-94, Chancery Lane, W.C., and 10, London Street, E.C. 3,

advertising agent. The Official Receiver reported that the debtor failed in May last, with liabilities estimated at £2,831. His assets had realised £28. From May, 1919, the applicant worked as a commercial artist, latterly at Fulwood Place, High Holborn, where, in August, 1922, he commenced business as an advertising agent with £50 capital. His business consisted of designing, writing and placing advertisements in publications, providing art work, etc. In September, 1922, he removed to 93-94, Chancery Lane, and again in December, 1925, to 10, London Street, E.C., where he continued until May, 1926, when he filed his petition. He attributed his failure to lack of capital attributed his failure to lack of capital necessary for the purpose of paying for advertisements, printing, etc., to trade depression; keen competition, and to bad debts. He first became aware he was insolvent in August, 1925, and had since contracted debts totalling £868. The Official Receiver opposed the application on statutory grounds, and his Honour granted the discharge subject to six months' suspension.

### NEW COMPANIES

[Compiled for the ADVERTISER'S WEEKLY by the Information Bureau, Ltd., 140, Strand, W.C. 2.]

Natwirco, Ltd. (217,015).—Private company. Registered October 22. Capital, £100 in 1s. shares. Objects: To increase the popularity of wireless within the range of broadcasting areas by means of advertisement and otherwise, to act as radio and general engineers, etc. The first directors are H. N. Westgate (managing director) and A. Turner. Registered office: 3, Pepys Road, Raynes Park, Surrey.

(Printers), Lta. Regis-John Hartley (216,952).—Private company. Registered October 20. Capital, £1,500 in £1 shares. Objects: To acquire the businesses of general printers, publishers, advertisers, advertising, shipping and excursion agents, contractors and billposters recently carried on by John Hart-ley, Ltd., and the "Brighouse Borough Bill Posting Company "at Brighouse, and to adopt an agreement with J. Ayrton. The directors are P. Hartley and Mrs. E. Hartley. Solicitors: Bernard H. Richardson and Robertshaw, 22, Briggate, Brighouse.

Postergraph, Ltd. (217,018).—Private company. Registered, October 22. Capital, £5,500 in £1 shares. Objects: To acquire from J. F. Robertson the trade mark of "Postergraph," No. 456,959, and to carry on the business of manufacturers of and dealers in mechanical and electrical advertising signs and machines as formerly carried on by the above. The directors are L. Jackson and A. Harvey. Registered office: 48, Cranbourne Street, Leicester Square, W.C.

Hale, Cook and Soppitt, Limited (216,938).—Private company. Registered October 20. Capital, £1,500 in £1 shares. Objects: To carry on the business of advertisement contractors and advertising agents, advertisers in newspapers, journals, films, slides and electrical devices or any other process, etc. The life directors are S. Hale, E. Cook and H. J. Soppitt. Registered office: Sentinel House, Southampton Row, W.C. 1



Too much advertising "goes wide of the mark," either because it is placed before the wrong people, or because those who see it lack confidence in the medium through which it reaches them.

The influential, well-to-do people who subscribe regularly to "The Outlook" have as much confidence in the Advertisements as respect for the Editorial.

That is why readers of "The Outlook" do buy the goods which are advertised in "The Outlook."

That is why "The Outlook" carries the advertisements of quality goods that appeal tomen.

Write for a Free copy of " The Out ooker," an interesting little Magaz ne published for the benefit of our auvertisers







### **VIGOUR!**

Cheerfulness and energy make a wonderful appeal—they are welcomed the world over.

Every drawing by Squire is radiant with personality and enthusiasm; that is why Squire drawings sell advertising—they sell goods.

As with our other specialised artists—

The SERVICES OF GEOFFREY SQUIRE are EXCLUSIVE to

### MAXWELL FOSTER

Artists,

241, Shaftesbury Avenue, W.C.2 Gerrard 5875



THE BEST FREE GIFTS.
SOFT TOYS

MANUFACTURERS, Est. 1914
THE TEDDY TOY CO.

45, GOLDEN LANE, E.C.1.

### We Hear-

THAT the boom in City business has been welcomed as a sign of increased trade prosperity and as a fine addition to the steady growth in national advertising.

THAT several "good things" in the prospectus world are said to be on the way, including the flotation of the provincial drapery houses which have been running under the Selfridge control.

THAT something like a sensation was created in Fleet Street early in the week when Sir William and Mr. Gomer Berry's offer to buy the big business of the Amalgamated Press, Ltd., became known, and—

THAT one result was the extraordinary number of 'phone calls put through to City stockbrokers by Fleet Street financiers—large and small—to inquire the price of Amalgamated ordinary shares, which jumped on Monday morning from 47s. to 60s., with a half-crown rise in Allied Newspapers to 54s. 6d.

THAT money-making has been the talk of the Street for the last few days, and "tips" to buy this, that and the other in newspaper shares have been freely passed from people who consider themselves to be in the know.

THAT the "good buys" are said to be Allied ordinary as a "lock-up" for £5, with "Daily Mirrors" and "Sunday Pics." as plums that will be well worth the gathering later on.

THAT one of the most widely advertised dentifrices of American origin, now a big seller over here, is making a change of advertising agents at the end of the year.

THAT it is also whispered abroad that a popular-priced cigarette, controlled by one of the independent firms, will also make a change-over within the next month or two.

THAT there is every prospect that British-made toys, more particularly those of the constructive kind, will be much more freely advertised for the Christmas trade than formerly.

THAT the old-established Edinburgh tobacco firm of Thomson & Porteous, who have been long known for their advertising of Luntin Mixture, is to be taken over by Godfrey Phillips, Ltd., who are also acquiring the business of Abdulla Cigarettes.

THAT the Aldwych Club Lodge Ladies' Festival will be held at the Connaught Rooms on Friday, December 17.

KEY A SPACE IN THE EMPIRE NEWS
The Mail-Order Medium that pulls-and pulls-and pulls

### We Hear-

THAT the Mustard Club is lending itself most aptly for gags in the music-halls, and in several of the revues and musical comedies it is obtaining much free publicity, largely at the cost of the once frequently mentioned Kruschen feeling.

THAT with the recurrence of the dates season, "dattes muscades sur choix" are again being freely advertised, and several unfamiliar branded lines are appearing in print for the first time.

THAT the new series of after-lunch talks at the Aldwych Club will open next Tuesday, when, to be in the new health movement, Mr. Eustace Miles, M.A., will tell the members how to keep fit.

THAT Mr. A. McLellan had the bad luck to meet with an accident to one of his eyes last week-end on the golf links at Worthing, but fortunately the eye itself was not seriously injured.

THAT Mr. Donald Howat, who is now on a visit to London, made use in Glasgow newspapers of part of the advertisement that appeared in the Weekly when Mr. Ulric B. Walmsley addressed Mr. Howat as: "Guid for ye, Donald!—and guid for your client!"

THAT the Motor Show advertising—in the opinion of those who got a generous share of it—was well up to the average in quantity and quality, and that the sold-out stories that have been appearing are not likely to detract from the amount of motor advertising available when the real motoring season comes round.

THAT the trade and technical journals of the motor industry with their bulky special numbers had no reason to complain of a falling-off in the support they received in their advertisement pages from the manufacturers.

THAT Mr. Fred Simonis is making good progress with the allocation of display space in the enlarged *Star*, due Monday fortnight.

THAT that enterprising shopkeeper, Mr. Austin Reed. of the men's wear establishments, has been welcoming many advertising men to view the handsome new premises he has completed in Regent Street, and—

THAT at the inaugural luncheon at the Cafe Royal on Monday, Lord Dewar, who had declared the premises open, was in his wittiest mood and fired off those epigrams—this time on clothes—for which he has justly earned a great reputation.

THAT one clever aspect of the advertising of the new Austin Reed building has been the reproduction of a picture drawing of the new premises by Fred Taylor on exhibition in the windows of the branch establishments.

THAT Mr. H. Dennis Bradley, "that expert in somewhat eccentric advertising" as some one has called him, whose advertising activities have not been so much to the fore lately, is off for a prolonged holiday in Italy.

THAT it is rumoured that the Irish Tribune will shortly be moving from Cork to Dublin.



# A few pages in 1927

"HOLIDAYS AFLOAT" may still be secured, but early application is necessary as over 30 old advertisers had in 1925 already booked space two years in advance.

### SPLENDID RESULTS ARE ASSURED

as our clients who hire the yachts need stores including food, clothing, &c, for their cruises.

First issue will again be over 33,000 copies. £25 per page. Full information and specimen copy of 1926 (204 pages) with pleasure

BLAKES Ltd., Broadland Ho., 22, Newgate St., LONDON, E.C. 1

Telephones: CITY 4672 and 1820.

# Artist Wanted for Australia.

The largest and most complete Advertising Organisation in Australia requires a highly capable artist.

The man required must be familiar with modern advertising production, strong in black and white and thoroughly capable in the handling of the figure. We want a man who is strong in drawing.

The position offers excellent conditions of work and an ideal life in every way. Prospective applicants may interview the undermentioned immediately by appointment. Examples of work should be produced and all applications will be treated in strictest confidence.

GEORGE PATTERSON,
CATTS, PATTERSON CO., LTD.,

Sydney and Melbourne, Australia.

105, Sentinel House, Southampton Row.





-that help to

HOUSE . ADEL

### We Hear-

THAT there has lately been a substantial addition to the amount of mail-order advertising placed in the large circulations by old-established firms, led by the most experienced of all, the firm of J. G. Graves, Ltd.

THAT the Buy British Empire Goods movement is evidently beginning thus early to pull its weight, if we may judge by the appearance in the illustrated weeklies of advertisements of Moir's Chocolates from Canada.

THAT the Co-operative Societies, whose enterprise is not looked upon with favour by many of the advertisers of nationally-demanded goods, are now advertising in the provincial newspapers an exclusive line of their own they have named Lutona Cocoa.

THAT a party of members from the Regent Advertising Club will again visit the Electric Lamp Manufacturers' Association on Friday evening, November 12.

THAT Mr. Percy J. Gillespie, manager of the *Irish Statesman*, has taken up a similar post with *Dublin Opinion*.

THAT the Scottish Confectioner had an interesting stand at the Confectionery Exhibition in Scotland this week.

THAT Councillor Andrew Simpson, managing editor of the West Lothian Courier, has been nominated as a candidate for Bathgate Town Council.

THAT the Ford car received a very fine gratuitous advertisement in many papers by the publication of a photograph of the Minister of Posts and Telegraphs for the Irish Free State with his new Cork-built Ford saloon.

THAT the Irish Tourist Association is already busy planning out an extensive campaign for next season, and is moving to more central premises in Middle Abbey Street, Dublin.

THAT the dates of the Advertising Exhibition at Olympia will probably be July 19 to July 26, and that there now remains only the formality of signing the

THAT many advertising men among the audience at the Rialto Cinema on Wednesday morning were surprised to see the rapid strides that have been made in publicity films, and-

THAT an innovation, in the form of a combination of living faces and cartoon bodies, was shown for the first time.

# Ghe SUNDAY CHRONICLE

Telegrams : Tracts, Fleet, London.

The Sunday Journal of the well-to-do



There's very little advertising

# in "PUNCH"

when compared with the demand for space. Every inch in every issue is sold out months ahead. That is why

Advance Booking is Always Essential

MARION JEAN LYON

Advertisement Manager, "PUNCH" 80 Fleet Street, London, E.C. 4



The "Northern Daily Telegraph" has a larger net sale in the area shown in this map than any other daily or weekly paper.

FLEETWOOD CLITHERDE COLNE NELSON BLACKPOOL NELSON BLACKBURN ACCRINGTON BLACKBURN CHORLEY RAWTENSTALL SOUTHPORT BURY

O-DAY, when advertisers must use the utmost care in selecting the right markets for their appeal and the right media for their advertising, it is of importance to remember that the northern half of Lancashire remains comparatively one of the most prosperous areas in the country.

The most popular home paper, and the one with easily the largest net sale there, is an evening paper, offering you your best opportunity of covering this area with maximum effect.

# NORTHERN DAILY TELEGRAPI

Head Office: BLACKBURN / London Office: 151, Fleet St.



Vol. 52

FRIDAY, NOVEMBER 5, 1926 .

No. 700

### Figures Abroad Net Sales

What Other Countries are Doing—Britain being Outdistanced?—Bureaux of net Sales in Seven Lands-New Law in Germany

### By Fernand Marteau

MONG the essential data required to put advertising on a more scientific basis, substituting facts for mere guesses, the revelation of circulation figures is unmistakably one of the principal.

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In Britain, the movement to institute the practice of certifying and publishing the circulations started in 1920, by the Daily Mail, and was later taken over by the Association of British Advertising Agents. This movement is momentarily at a standstill.

There is no doubt in my mind that Great Britain will soon be outdistanced not only by the U.S.A.it has always been, as far as circulation figures are concerned—but by some of the Continental countries.

Especially the North European groups of nations. Sweden, Norway, Denmark, and Holland, as well as in Central Europe, Switzerland and Germany, are giving the matter their very earnest attention, many giving already reliable information.

With these countries I will deal

### Figures From France

Although France had a net sales Bureau (Office de la Justification des Tirages, or O.J.T. for short) since 1922, very little headway was made till fairly recently. Le Reveil du Nord (Lille), an important daily, was the first to be controlled, and L'Illustration (Paris), the well-known illustrated weekly, followed. There has been an increased activity in the operation of the O.J.T., and below are given the latest net sales of important "controlled "provincial papers :-

La Depêche de Toulouse -200,084 Le Reveil du Nord -186,670 Les Dernières Nouvelles de

108,052 Strasbourg 177,840 L'Ouest Eclair All these are figures averaged over six months and containing only actual

It must be realised that with but few exceptions, in France, the Press is primarily a political weapon, and revealing a net sales would, in many cases, mean showing the negligible value of groups which claim to speak for—the whole of France!

Furthermore, the advertisers are not as yet sufficiently alive to the dodges of the canvasser, and still love "confidential" data.

In Spain and Italy, some papers give net sales figures, but without

Territoria de la compania del compania del compania de la compania del la compania de la compania del la compania de la compan

#### WEEK'S THIS PAPER WITH "ADVERTISING DISPLAY" FOR **NOVEMBER**

Clubs to Meet in Birmingham Details of Programme of Club Executives' Session

Empire Marketing Board Posters Pictures and Review of First Posters Selected.

Making the Retailer a Partner in Your Business—By Leslie Lewis Novel Dealer Aids in the O-Cedar Campaign

Advertisers' Support for Poppy Day

Halving the Cost of Empire Marketing Campaign-By Thomas Russell

### And all Regular Features

Club Notes and News Ad. News in Brief Publication Notes and News Current Advertising Advertiser's Gazette We Hear, etc.

THE ADVERTISER'S WEEKLY 66, Shee Lane, London, E.C.4.

ការសារាធិន នាការស្នាតិបានសម្រេច ប្រជាពិសារាធិន នេះ សម្រេច ប្រជាពិសារធិន នេះ សមានការធិន នេះ សមានការធិន នេះ សមាន

any idea of continuity or central

registration.

In Belgium a circulation committee is endeavouring to create interest among advertisers. The Bureau is a combined committee representing the Cercle des Etudes Publicitaires, the Chambre Syndicale de la Publicité, and the Cercle de l'Efficience, and contains a large number of large space users who are going to insist on fair guarantees being given and pooling the knowledge obtained.

Here, as in France, the farming

agencies are the chief stumbling blocks.

Le Soir, La Dernière Heure, and Het Laatsté Nieuws have for some time been supplying fair statements, but there is little sign as yet that the other papers are ready to give similar data.

The position is, as I said, far more advanced in the other parts of Europe.

### "All Copies Printed"

In Sweden, the "Svenska Annonsorens Forening" (or Association of Swedish Advertisers) to which a large number of the large national adver tisers of Sweden belong, was formed in November, 1924. The aim of this association is to counteract unfairness in any shape or form. Among its many activities, the association collects from the various newspapers and magazines the circulation figures for the use of its members. The figures are in nearly all cases those of "all copies printed" and are verified in many instances by a public notary, or given out with a guarantee of the director of the paper and two other well-known independent persons as witnesses. In any case the Association insists that the figures must in one way or another be verified in a satisfactory manner, otherwise they are not accepted.

There was some difficulty in the beginning, but when some of the large papers in Stockholm met the requirements of the Association most of the

others had to follow suit.

"There is no doubt, that it is of the very greatest importance for the advertiser to get the real figures of the circulation, as otherwise it is impossible to plan advertising, calculate the costs

and get the right distribution," the Secretary of the Association wrote to me

"We have figures from some 300 papers (newspapers and magazines) all verified in one way or another, and these form the very backbone of the Swedish Press."

In Sweden, it must be said that the daily Dagens Nyheter has shown the way—its circulation having been ascertained by notary since 1921, and this twice yearly.

### Norway

The second most important Scandinavian country—Norway—is less advanced, but plans are being prepared by the Reklame-Foreningen i Oslo (The Oslo Advertising Association). This "Foreningen" counts at present no fewer than 150 members, and I have received news that publication of circulation figures under effective control is now in preparation.

The Secretary of the Association puts the position thus:—

"Only the most important newspapers here state their real circulation. All others give statements which are not controlled by the public notary, and are often fallacious.

"Just now we are trying to get business men interested in this very important matter, and we hope that in a year or so we will have a "Circulation Bureau" where all the papers will have to give their issue figures controlled by public notary. If they do not comply, we propose to have them "blacklisted," and endeavour that all firms of importance will avoid advertising in such papers."

### Denmark

In Denmark, Danske Reklame-Forening (The Danish Advertising Association) was founded in the autumn of 1924, after the International Advertising Convention had been held in London. The members represent the Press as well as commerce, industry and the advertising agencies.

It was the intention of the Dansk Reklame-Forening to start an "Audit Bureau of Circulation" in order to secure authentic circulation and distribution figures from the daily papers, the magazines and technical journals. Owing to circumstances over which it had no control it has been impossible for Dansk Reklame-Forening to carry out this plan, but its realisation will always be one of the principal aims.

However, when the idea was broached, many of the daily papers in the capital as well as in the provincial cities, voluntarily gave their exact circulation figures.

Berlingske Tidende publishes a morning and an evening edition, and B.T., which appears at noon, and the editors publish the net sales of these papers.

Politiken publishes a morning edition and the evening paper Ekstrabladet, as well as some smaller papers of more restricted appeal. Also here

the editors publish the exact net sales of all the papers.

The Ferslew Press publishes the morning papers Nationaltidende, Dagens Nyheder, Dagbladet and Aftenposten, and an evening edition of Nationaltidende. The circulation of the evening edition is published separately, and the joint total figures of the morning edition are given on all four.

The weekly magazines, Hjemmet, Illustreret Familie-Journal, etc., have for several years published the exact figures of their circulation, which is also true of a great many technical reviews and several of the provincial papers.

#### Holland

In Holland, the Bureau voor Oplaag-controle, under the management of my friend, Vanden Berg, has existed for some six years, and groups some 80 advertisers and agents. It controls most of the Dutch media, although some important papers, such as De Nieuwe Rotterdamsche Courant and Het Algemeen Handelshlod, remain uncontrolled.

The net sales certificate is a fourpage document, giving full business details of the concern, with technical information about size, type area, etc. Copies of the June 30 certificate for De Telegraaf show the following figures:—

Morning.

Paying subscribers,
June 30 ... 102,257

Street and counter sale, June,
1926 ... 4,412

### Average per day 105,804

The corresponding certificate for De Courant—Het Nieuws van den Dag shows a total of paying subscribers, morning and evening editions, of 229,349; sale of single copies, excluding the Monday morning edition, averaging 2,709. The Monday morning edition, on the other hand, has an average net sale of 38,186 single copies, and 1,269 paying subscribers.

Once again net sales and not mere "circulation" figures are the rule.

### Switzerland

There is also a clear movement in Switzerland, as can be seen from the following extracts of a letter from my good friend Louis Volf of the Orell Fussli Agency:—

"There is a movement in Switzerland amongst advertising men, to obtain the publication of the exact circulation figures.

"The chief promoter of the movement is the Advertising Club of Switzerland, founded in October last

"The question has also been discussed in several meetings of the Association of the Swiss Editors of Newspapers.

"So far, the control of the circulation has been made by the Association of Swiss Editors.

"The movement is quite a recent one, and only a few of our many papers have so far been controlled.

"We are quite of the opinion that we must live up to the slogan 'Truth in Advertising,' and we consider that the newspaper editors must be the first ones to show the truth in advertising, by stating the exact circulations of the papers they publish.

"There is a great deal of hostility amongst our editors against this new idea. A good many of the big advertisers select their media amongst

those of large circulation."

### Germany

Germany is, perhaps, the most in earnest of all European countries.

There is, indeed, a very strong movement among advertising men to insist upon the revelation of circulation, and, in fact, it is the chief aim of the Reklame - Schutzverband (Schutzverband der Gross-Inserenten), who are the promoters of this movement, they being supported by the Verband Deutscher Reklame-fachleute.

The organisation first mentioned has published the main contents of the lectures given by its President, Dr. Riecke, in eighteen different German towns, a strong appeal to make advertising a straightforward and true commercial weapon.

This association of big advertisers is endeavouring to have a law passed to make it compulsory for publishers to state their net circulation and the truth of their statements to be checked and investigated by the Government. This is the contents of the bill which this association is preparing and aims to bring before the Parliament.

"As to the first part of this draft of a bill," M. Birnbaum, Director of the Ala Agency, tells me, "we think it very reasonable and rather indispensable, whereas we should rather prefer it to create an independent Bureau of Circulation as exists in the United States. Advertising should be able to do its own controlling and not bring in the Government in a question with which they have nothing to do."

The reason why the association of big advertisers is so anxious to get the true circulations revealed is, of course, the cost of space. The present anxiety of the advertisers to investigate circulations is chiefly that the prices of most German newspapers as compared with those of pre-war times are from twice to seven times as high as before.

At present only between 50 and 100 papers do not state circulation figures, but the large majority of them are hopelessly inaccurate.

From this survey it can be seen that while the problem is far from solved, it has loomed up in Europe as one of such importance that it will not be denied a solution.

# Making the Retailer a Partner in Your Business

How O-Cedar Appealed to the Dealer-Novel Schemes to Interest Trade and Public-A Human Dealer-Aid-Circular Letter that Served Two Purposes

By Leslie Lewis

HE manufacturer who makes the retailer an active partner in his business has fought and won his hardest battle. It is an acknowledged fact that the worst advertisement a manufacturer can have is the retailer who buys a small quantity of stock, places it on a top shelf and forgets all about it.

The O-Cedar Products campaign is designed to create such an interest among dealers that they actually become interested in the firm's affairs—participants in the firm's fortunes and partners just as much as the

directors of the company.

First of all, there has been devised a striking enamelled sign for use over the door of the accredited O-Cedar agent. It is not an ordinary sign, for it bears the number allotted to the dealer by the firm. The appearance of a sign over a shop door, bearing the words "O-Cedar Depot No. 100," attracts public attention and gives the device a more authoritative and important air.

In the trade papers there is appearing a series of advertisements headed "Got Your O-Cedar Sign Fixed Yet?" or "What the O-Cedar Sign Means to You," showing, at the same time, a picture of the actual plate. At the top of each advertisement appealing to the public is also a picture of the sign and the words "Look for this Sign

in your District."

More than this is done, however, to stimulate the interest of the dealer. A bonus scheme has been instituted, offering 34 substantial awards. Into this scheme the numbers on the signs enter, so that the dealer is naturally interested in having a sign erected by the firm in order that he may participate in the competition. The fact that the dealers are anxious to use the signs renders more effective the advertisements to the public, telling them to look out for the familiar enamelled plate.

### "Dealer Aids" in Cars

But this is not the total extent of the co-operation between manufacturer and retailer. The whole of the O-Cedar business is done through the wholesaler, but the firm have a corps of 20 travellers, each one equipped with a car, who call on retailers in certain definite zones. Although they do not solicit orders, since this is the work of the wholesaler, they talk to the dealer about O-Cedar sales, give him suggestions of ways in which to sell more, bring to his door the latest in-

formation from the works, the latest sales aids in the form of counter displays for O-Cedar polish and mops, and give him every help in their power.

This serves as a living link between the two partners in the business. It helps the retailer to understand his proposition better and it enables the manufacturer to appreciate the diffiadvertisements which are appearing during this autumn only—19 daiies, 13 weeklies (mostly women's journals) and 15 monthlies (magazines and women's papers) have been used. In most instances, series of 13 insertions have been booked in the dailies and weeklies and 3 insertions in the monthlies.



culties of the retailer—and overcome them. These travellers, moreover, carry with them portfolios, in which are shown pulls of all the current O-Cedar advertising that is appearing in daily and provincial papers and women's magazines. This enables the retailer to link up his window or counter displays with the copy appearing in the papers.

ing in the papers.
Fredk. E. Potter, Ltd., who are handling the whole campaign in close co-operation with the directors of the firm, have devised a very novel and helpful dealer-aid. It is a circular letter that serves two purposes. On the first of four pages, there is a communication to the dealer telling him all the latest O-Cedar news-the introduction of a new and cheaper mop called the "Joy," the launching of a new 6d. size in O-Cedar polish and the details of the advertising campaign in progress. On the second and third pages are shown illustrations of the new lines. When the folder is opened right out, there is disclosed on the inside a striking window bill, ready gummed for quick and easy fixing.

Some idea of the extent of the O-Cedar Press campaign is seen by the fact that a circulation of over 20,000,000 has been secured for the

That the campaign to the dealer is having effect is shown by the fact that the O-Cedar firm are not able to make and fix the enamelled signs quickly enough, so great is the demand for them.

The whole theme of the O-Cedar campaign is to make the retailer an interested member of a nation-wide firm, keen to further the interests of the business and thus bring more grist to his own mill.

### ADVERTISING REGENT STREET

Sir Lawrence Weaver, in an address, last Thursday, at the weekly luncheon of the Soroptimists, held at the Criterion Restaurant, quoted the new Regent Street, "now weighted with ground rents which were staggering compared with those of Nash's Regent Street," as a case for co-operative advertising. It was now, he said, the wise thing to tell the public to come to Regent Street, not necessarily to see any particular firm's wares, but to see all the beautiful shops that were there filled with the most wonderful goods; to get the public to think and talk Regent Street and to go there in great numbers. Co-operative advertising in that way was more convincing to the public than individual advertising, because, while it did not obviously refer to individuals, it did inevitably raise the standard of industry and ensure better value to the public.







Mr. W. H. Harford Miss Muriel Atkins



Mrs. C. A. Hog



Mr. Victor Salter



Lt.-Col. Millican

### Club Executives to Meet in Birmingham

Session on Saturday, November 13-The Programme and Some Speakers

EXT week's Club Executives' Session in Birmingham promises to be a thoroughly interesting, practical successful gathering.

The aim of the session is to stimulate the various activities of the clubs throughout the country, not only in a social direction, but in the educational and propaganda work that they can do for the betterment of advertising and the better understanding of advertising among the general public.

### One Day Session

The gathering has been arranged at a week-end in order that there shall be no interference with business. The whole cf the discussions will be carried through during Saturday, November 13, and those who have long distances to travel will be able to be back at work on Monday morning.

The Birmingham Club is the host club, and is arranging entertainment for those delegates who are able to remain until Sunday evening. There will be a motor-car trip to Stratfordupon-Avon, with lunch there and a call at Warwick on the way back.

The business of the session begins at one o'clock on Saturday afternoon at the Queen's Hotel, Birmingham.

### The Programme

The programme is as follows:-1 p.m. Meet at Queen's Hotel, Birmingham, for Juncheon. Chair-



Mr. B. D. O'Kennedy.



Mr. F. E. Cook

man: Mr. McKenzie, President (Publicity Club Glasgow).

2.30 p.m. Session opens at Queen's Hotel. Chairman: Lt.-Col. H. C. Millican (Advertising Club of Newcastle-upon-Tyne).

### Chairman's Opening Remarks

Message from Sir Charles Higham (Chairman, Club Development Committee).

2.35 p.m.—Fred. E. Cook. Publicity Club of Leeds. "The Publicity Club and the Municipality."

2.50 p.m.—Discussions and questions.

3. p.m.—W. H. Harford. Saward, Baker and Co., Ltd., London. "How to Get the Right Young Men into Advertising."

3.15 p.m.—Discussions and questions.

3.30 p.m.-5. p.m.-Short talks on the most important feature of Publicity Club work by the following dele-

Walter Henman (Birmingham), "Consolidation.

N. Thorpe Richardson (Bradford), "Some of the Things We Do."

Alex. McKenzie (Glasgow), "Our Bulletin."

J. S. Rhys (Hull), "Taking the Plunge.

Brian O'Kennedy (Ireland), "Some of Our Stunts.

Roy Hardy (London), "Our Activities Committee."

Lorne C. Robson (Newcastle). E. Kingsley Belsten (Oxford), "Instructional Community and Work."

W. Dockett-Smith (Cardiff), "Our Special Activities."

Mabel V. Ramsden (Nottingham), "How We Organised."

Victor Salter (Ulster), "Our Educational Work." Muriel Atkins (Regent), "The Psy-

chology Course.

C. A. Hog (Mrs.) (Women's Advertising Club of London). "The Fuller Recognition of Women in

the Co-operative Work of the Profession."

5 p.m.-5.30 p.m.—Open half-hour for discussions on general matters.

p.m.—Dinner followed by a Dance. Chairman: Victor Salter, Advertising Club of Ulster.

Registration fee of 20s. covers cost of Session expenses, including lunch, dinner and dance or theatre, excluding hotel accommodation.

### Open to Women

While this Conference is primarily intended for club executives, ordinary members of publicity clubs are invited to participate. Ladies are specially invited. Delegates will make their own hotel arrangements with Mr. Walter Henman, chairman (Publicity Club of Birmingham), 35, Pershore Street, Birmingham.

No special railway arrangements are being made, but all delegates travelling to Birmingham after five o'clock on Friday, or on Saturday morning, will be able to obtain weekend return tickets for the return journey on Monday. There will be a number of prominent club executives at the gathering, but speeches will be, in most cases, limited to five minutes each. Sir Charles Higham, the chairman of the Club Development Committee of the Advertising Association, will report on recent efforts made to stimulate the growth of clubs. The Weekly is informed that a new publicity club is about to start in Leicester, and that members of the provisional executive of that club will attend the Birmingham meeting to meet other club executives from all parts of the country. Further particulars of the new club are given in "Club Notes and News" this week.



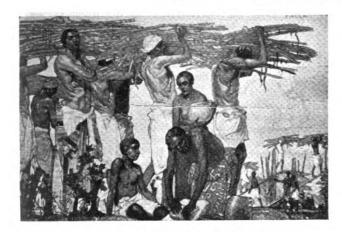
Miss Ramsden



Mr. Dockett-Smith

# Empire Board's First Posters

Twenty Five Examples at Academy—Not Necessarily in Final Form—Special Display Frames Devised—Work of Well-known Artists



"Sugar-growing in Mauritius," by A. E. Cox.

WENTY-FIVE posters, chosen by the Empire Marketing Board as the most suitable for the Empire publicity campaign, were on show at the Royal Academy on Tuesday. Some thirteen well-known artists were represented, and the posters showed great artistic merit—even if it was not quite clear how one or two of the examples were calculated to sell Empire goods.

The artists whose work has been chosen include: George Sheringham, Gregory Brown, E. McKnight Kauffer, Norman Wilkinson, Fred Taylor, Charles Dixon, Charles Pears, E. A. Cox, G. Spencer Pryse, Charles Paine, Paul Henry, F. C. Herrick and MacDonald Gill.

The Advertiser's Weekly understands that the artists were given instructions concerning the treatment of the



"Canadian Apple Orchard," by George Sheringham

subjects, and were also given photographs on which to base their work. It was also stated that the pictures on view were not necessarily in their final form. They had been hurried forward for the exhibition and some modifications may be necessary before the printing of those chosen for display is undertaken.

The designs finally selected for printing will be displayed early in the New Year in London and the other great cities of the United Kingdom.

Some of the Board's posters will be shown on the ordinary hoardings. A very clever map of the world by MacDonald Gill has been designed for that purpose, but most of the posters exhibited on Tuesday have been prepared for display on the special frames which are being made to the order of the

Empire Marketing Board. These frames, a specimen of which was on show at the Academy Exhibition, will be set up in railway stations, public buildings and other frequented places, and each frame will contain three pictorial and two letterpress posters. On the flanks will be two designs from the series of posters which have been called "Scenes of Production." Beside these will come the two letterpress posters, each descriptive of the picture next to it, and in the centre a "Scene of Marketing" will be shown.

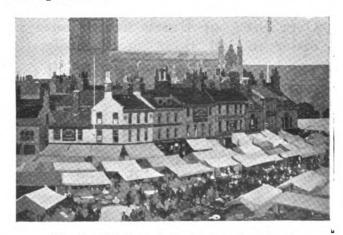
The exhibition on Tuesday included models of a pavilion designed by Professor Richardson for use at exhibitions in which the Board may decide to take part. It also included three silver cups which have been awarded as first prizes in a window-dressing competition of Empire fruit organised by the Imperial Fruit Show.



"Bananas-The British West Indies," by E. McKnight Kauffer

Four examples of the Empire posters are shown on this page. The work was of a high standard, and it is difficult to single out one poster for praise. Perhaps the Canadian apple orchard, by George Sheringham, was one of the most noteworthy, for the soft pink bloom of the blossom in the foreground, with a background of tall, dark fir trees and austere mountains, gives a striking and pleasing effect.

All the designs shown are intended to illustrate at once the realities and romance of the commercial geography of the Empire and to bring home to the people of the United Kingdom how ceaselessly and how variously their fellow-citizens in five continents are at work producing and distributing the food.



"An English Country Market," by Fred Taylor

## Halving the Cost of Empire Marketing Board Campaign

By Thomas Russell, Editor of the "Consultant"

The activities of the Empire Marketing Board must necessarily arouse some criticism and in accordance with journalistic practice we print below the opinion of a distinguished advertising expert whose view is not favourable to the present policy of the Board.—
[Ed. Advertiser's Weekly.]

O increase the consumption of British Empire products relatively to foreign imports by tax-supported advertising may be legitimate, and if it can be done it will undoubtedly reduce unemployment. But can it? Not on the lines of the Empire Marketing Board's present effort.

All who have intimate knowledge of commercial advertising know how delicate an operation is the launching of a new campaign, especially one without precedents. What, in great measure, has raised advertising in the estimation of serious business men in recent years is the careful planning and testing of advertising policies and of particular advertising appeals, before any great sum has been risked in backing them.

### Early Experiment

The weakness of the Empire Marketing Board's advertising up to now is that its policy does not permit of early experiment at all. That is no reason for rejecting the experimental principle. Rather is it a reason for rejecting the policy on which this advertising is founded.

Months of extensive advertising would be needed to show whether, and if so to what measureable extent, the patriotism of newspaper readers could be excited to the point of overcoming the basic difficulty of responding to it—the difficulty of knowing what are "Empire" products and what are not. The way to overcome the obvious

The way to overcome the obvious difficulties with which the E.M.B. is struggling is, as I have pointed out in the current number of the Consultant, to give up the idea of advertising Empire products and use the money for advertising the products of Empire producers—a different matter.

Two per cent. Advertisers

There would be no need for official advertising if the staple products of the British Empire could be advertised by those who produce them. That there are great difficulties in the way of this is proved by the fact that not two per cent. of the manufacturers in Great Britain advertise to the public at all. Extensive advertising always increases the total demand for a product and not merely the demand supplied by individual advertisers. Nevertheless, the majority of British manufacturers are quite right in not advertising their wares.

But what cannot be advantageously done by any one of a hundred competing manufacturers can very readily be done—and is being done by the whole hundred or more in some industries—with very great advantage indeed. No industries have obtained the same increase of sold output, which means increased employment of labour, as those which have been co-operatively advertised, sometimes in the face of great obstacles.

For instance, gas, in spite of tremendous new competiton which has all but destroyed what was at first its only market—domestic lighting—has steadily increased its consumption through co-operative advertising.

Let its members, or these and an independent adviser experienced in co-operative advertising and consulted specifically on the subject, agree upon a selection of industries which cry for output to ease the burden of overhead charges.

Then let important representatives of each such industry be called together, and urged to give a lead to their trade.

Let the objective be a hundred per cent. adhesion of each industry to a plan of uncompetitive, specific advertising of its product.

And let the inducement be this: that if the industry will subscribe a publicity fund, never to exceed one per cent. in the value of the output, up to a specified limit which might be £25,000, the Empire Marketing Board will cap it with an equal sum and appoint whatever advertising agency can be found with the widest experience of co-operative advertising to administer it, under the E.M.B. and a committee of the industry concerned, with proper advice independent of the agency.

### Half the Cost

That is a workable plan, and while there will be difficulties (in some trades insuperable, in others what would be so if the E.M.B.'s appeal to patriotism were absent) a sufficient number of industries would welcome the project, to yield a marked improvement in national trade before the advertising had been running for a year. At all events, any efficiency that may be found in the present E.M.B. advertising would be multiplied, at half the cost. Meanwhile, as all this organising would take time, the money already voted should be carried forward, being paid into the E.M.B.'s account, to save it from the Sinking Fund at the end of the financial year.

British goods are specially asked for in the Dutch shops.

Many Dutch firms trade under an English name in order to attract custom.

Over 90°/, of Dutch made shoes are stamped with an English name in order to sell them more easily.

There is an opening in Holland for YOUR goods. A post-card will bring you all the information you require without fee or obligation of any kind.

- "Algemeen Handelsblad" (Amsterdam)
- "Nieuwe Rotterdamsche Courant" (Rotterdam)
- "Nieuwe Courant" "Het Vaderland" (The Hague)
- "Wereldkroniek" (Holland's Leading Weekly)

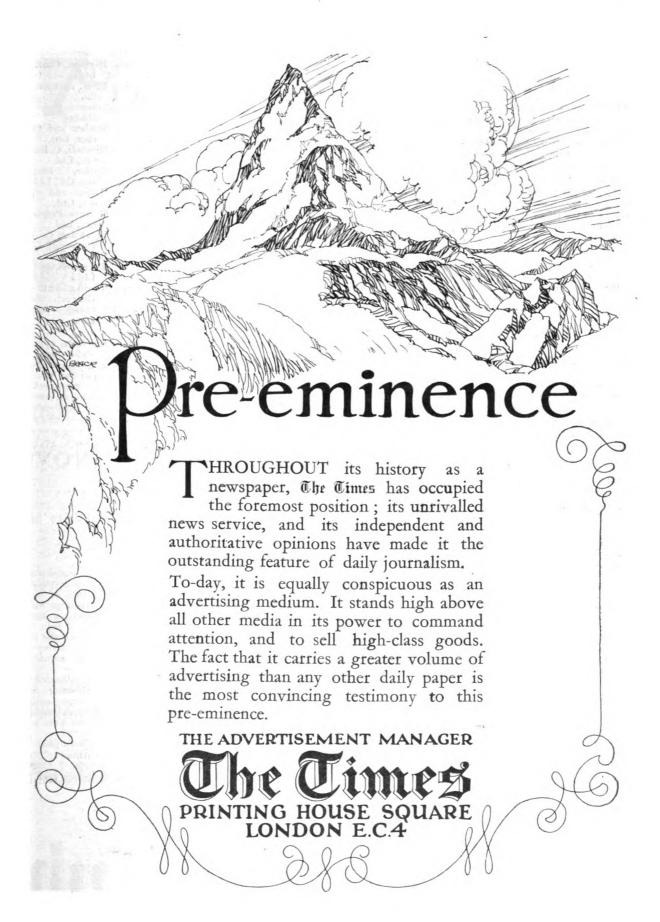
U.K. Representatives :-

THE OVERSEAS PUBLICITY & SERVICE AGENCY, LTD. 9, QUALITY COURT, CHANCERY LANE, LONDON, W.C.2.

'Phone: Holborn 5628.

Managing Director-G. D. YOUNG.

Telegrams: "Egyptadco."



## Poppy Day Appeal

Great Response Again from the Advertising Profession-More than 100 Gifts of Space

ATIONAL advertising for Poppy Day will be a great feature of the papers again this year.

This great gift by the advertising profession to Earl Haig's British Legion Fund, which was stimulated last year by the Advertiser's Weekly, will probably exceed last year's total value of £12,000.

Already 104 firms have notified their intention of giving space to the appeal in their advertising during the week of Armistice Day.

Twenty-four of the leading advertising

agencies are also collaborating.

The list, up to the moment of going to press, is as follows :-

Firms Participating in Poppy Day National "Reminder" Campaign

Abdulla and Co., Ltd. Aerated Bread Co. Anglo-American Oil Co. Angus, Geo., and Co. Aplin and Barrett, Ltd. Arding and Hobbs, Ltd. Baker, Chas., and Co., Ltd. Barclay, Perkins and Co., Ltd. Barton Motor Co.,

Ltd. Beardmore, W and Co., Ltd. Wm., Bearmans', Ltd. Bell's United Asbestos Co., Ltd. Bootle Times B.P. Motor Spirit

Brewing Trade Review Brooks' Appliance

Co., Ltd. Brooks, J. B., and Co., Ltd. **Burndept Wireless** 

Cadbury Bros., Ltd. C. and A. Modes, Ltd. Canda, Ltd.

Catesbys, Ltd. Chilprufe Manufacturing Co. Church of England

Newspaper Citroën Cars, Ltd. Clifton's Chocolates, Ltd.

Colchester and East Essex Co-operative Society Compactom

Cook, Thos., and Son, Ltd. Derry and Toms

Douglas Motors, Ltd. Duncan, W., Ltd. Durham-Duplex Razor Co., Ltd. East London Rubber Co., Ltd. Eastman and Son.

Ltd. Eno's Fruit Salt

Express Dairy Co., Ltd. Enfield Cycle Co. Freeman, Hardy and Willis

Fremlin Bros., Ltd. Gamage, A. W., Ltd. Gillette Safety Razor Co.

Gorringe, Frederick, Ltd. Gramophone Co., Ltd.

Haig, John, and Co., Ltd. Hairdressing Hill, R. and J.

(Sunripe) Horlick's Malted Milk Co.

International Stores

Irwin, John, Sons and Co., Ltd. Jameson, John, and Son, Ltd. Jay's, Ltd.,

Bristol Joslins', Ltd., Colchester Jowett Cars, Ltd. Keith Prowse and

Co., Ltd. Kennard, Ltd., Croydon

Kenrick and Jefferson, Ltd.

Kodak Magazine

Kraft MacLaren Cheese Co. Lever Bros., Ltd. Liberty and Co., Ltd.

Macintosh, Ch and Co., Ltd. Chas., Mann, Crossman and Paulin, Ltd.

Maypole Dairy Co., Ltd. Mellin's Food, Ltd.

Milton Proprietary, Ltd. Nicholl, H. J., and

Co., Ltd. North British Rubber Co., Ltd.

Nugget Polish Oppenheimer and Co., Ltd. Ovaltine

Oxo Parker Pen Co.,

Ltd. Paul Bros., Ltd. (Homepride Flour)

Pears, A. and F., Ltd. Pepsodent Co. Phillips, Godfrey,

Ltd. Phosferine Pomeroy, Mrs., Ltd. Rawlings, H. D.,

Ltd. Sims Read, Gravesend Reckitt and Sons

Redline Motor Spirit Rego Clothiers, Ltd.

Remington Typewriter Rolls-Royce, Ltd.

Ronuk Rover Co., Ltd. R.M.S.P. Co. Royal Typewriter

Čo. Selfridge and Co., Ltd.

Sentinel Wagon Works Service Co. (Lon-

don), Ltd. Shell Mex, Ltd. Shredded Wheat Silicate Paint Co. Sun Electrical Co.,

Ltd. Sutton and Sons. Reading Thomson, Ltd.,

Perth

Walker, John, and Sons, Ltd. Welsbach Light Co.

Willys Overland Crossley, Ltd. Wincarnis Zenobia, Ltd.

### **Advertising Agents**

Aldwych Advertising Co., Ltd. Allen, David, Services Amalgamated Publicity Services, Ltd. Barker, Chas., and Sons, Ltd. Blackford and Co., Ltd. Crawford, W. S., Ltd. Paul E. Derrick Advertising Agency, Ltd. Dorland Agency, Ltd. Gamage Advertising Agency Godbolds, Ltd. Good Advertising, Ltd. Roy Hardy, Ltd.

Higham, Chas. F., Ltd. E. H. Jackson and Co. London Press Exchange Mather and Crow-ther, Ltd. Mitchell, C. E., and Co., Ltd. Muller, Blate and Co., Ltd. Blatchly Ogden and Spen-cer, Ltd. Osborne-Peacock Co., Ltd. Pratt and Co. (Advertising), Ltd. Sells, Ltd. Street, G., and Co., Ltd. Technical and General Advertising Agency,

Several advertisements have appeared this week, and it is understood that many of the advertisers, following last year's precedent, will give the whole of the space booked on one day, probably November 10, to the national reminder on behalf of those who are still suffering from the effects of the war.

Ltd.

### 76 Advertisers in a Novel Scheme

Four Pages at a Flat Rate-Good Co-operative Publicity in Yorkshire

(From Our Own Correspondent)

CO-OPERATIVE publicity scheme with several novel features was organised by Mr. E. W. Booth, publicity manager of the Batley News, during the Batley Shopping Festival from October 2 to 23.

Four complete pages were designed for the four week-ends of the festival, featuring the announcements of 76 advertisers who contributed to the scheme at a flat rate subscription for the four weeks.

The first page on October 2 consisted of an alphabetically displayed list of the 76 advertisers, with particulars of their businesses. There was a four inches by eight columns introduction inviting readers to "Shop in Batley" and "Make Batley Your Shopping Centre."

The second page had a similar, but slightly altered, introduction. The main

advertisement, however, consisted of eight different letters of correspondence written from the viewpoints of a boy, a prospective bride, a business man, a grandparent, a housekeeper, a man, a young lady, and a youth. Into these young lady, and a youth. Into these letters were smartly introduced the names and addresses of the 76 advertisers, and, in many cases, a specific article they

were selling.

The third feature page consisted of a map of the district, showing where advertisers' businesses were situated, while the names, addresses and descriptions of those businesses were neatly

inserted.

The final page comprised an alphabetical design of the notable features of the 76 traders and, in smaller type, a classified list of their names, addresses and busi-





Why?

Because

It will pay YOU as it pays others.

Big National advertisers who are newcomers to the columns of the Morning Post this Autumn include the following—surely a tribute to its growing circulation:

Austin Reed

Buick

Home & Colonial

Scott's Emulsion.

Rolls Razor

Schweppes

Diploma Cheese

Worthington

Drage

Maypole

Hillman Cars

Darwin Blades

Roboleine

Singer Cars

4711 Eau de Cologne

In addition, Encyclopaedia Britannica took over 400 per cent. more space this Autumn than last.

The large and important section of the Purchasing Public these advertisers are reaching awaits YOUR appeal.

**INCLUDE** 

# The Morning Post

PERCY WATSON, Advertisement Manager,

346, STRAND, LONDON, W.C.2.

Telephone: CITY 1500.

### News in

New Chocolate Advertising—"Express" Profits—N.A.B.S. Election Result—Staff Changes

Thirty Years' Service Mr. W. T. Smith, London manager of the Hull *Daily Mail* and Hull *Times*, completed 36 years' service on Monday.

Joins Carreras, Ltd.
Mr. John H. Millar, who some months ago left the London Press Exchange to become advertising manager of J. W. Benson, Ltd., has now joined the advertising department of Carreras, Ltd.

"Mr. Frederick Potter"

We are asked to state that Messrs. Fredk. E. Potter, Ltd., have no knowledge of and no connection with a Mr. Frederick Potter, of Great Yarmouth, who is sending out instructions to newspapers for classified advertisements in connection with the sale of pianos, claiming an "agent's small commission."

Methods of Reproduction
Mr. David Greenhill, general manager of the Sun Engraving Co., will lecture at the Stationers' Hall on Friday, Novem-ber 12, at 6.30 p.m., on "Methods of Reproduction." This is the second lecture of the 1926-7 series organised by the Stationers' Company and Printing Industry Technical Board.

Window Display Prizes
The Exide Week Window-Display Competition was judged last week, and the following awards were made by the judges :-

1st Prize.—Pavilion Service Depot, Newport (window-dresser, Frank E. Johns).

2nd Prize.—Storry's, Ltd., Southport (window-dresser, T. Storry, jun.). 3rd Prize.—Pratt and Sons, Ltd., Brad-

ford (window-dresser, Joseph Thomas).

4th Prize.-James Scott and Co., Dunfermline (window-dresser, John Horne).

"Express" Profit, £57,818
The accounts of the London Express
Newspapers, Ltd., for the year ended June 30, 1926, show an increased profit and for the first time since the formation of the present company in 1915 the Ordinary shares receive a dividend which is 2 per cent. Considerable additions have again been made to the machinery and plant, and £19,300 8 per cent. Debenture Stock was drawn for redemption at 103 per cent. Profits for the year amount to £57,818, of which £28,477 has been devoted to payment of interest charges, leaving a balance, including the amount brought forward of £29,615. Plant and machinery depreciation reserve account receives £17,000, remuneration to the directors absorbed £1,725, Preference dividend at 5 per cent. £8,875, Ordinary dividend at 2 per cent. £1,980, leaving to carry forward £35.

Joins Bison Press Mr. Robert Ward, late of Spottiswoode, Ballantyne and Co. and J. Weiner, Ltd., has recently joined the staff of Bison Press, Ltd., in an outside capacity.
Raphael Tuck Advertising

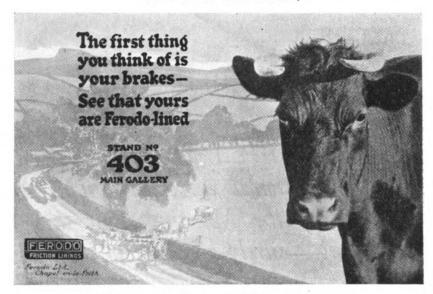
At the annual general meeting of Raphael Tuck and Sons, Ltd., the wellknown picture postcard publishers, it was stated that the pictorial advertising department was flourishing.

Returning to London

After nearly two years in the North, where he has been in charge of the adverwhere he has been in charge of the advertising service dept. of the Higham Press, Mr. Russell Cook is returning to London to join, on Monday next, the staff of D. J. Keymer and Co., Ltd. No Coke-No Cook!

A very happy piece of topical advertising was issued recently by Cross-Courtenay, Ltd. On the morning after the meetings of Mr. A. J. Cook were banned by the Chief Constable of Walsall, there appeared an advertisement in the press headed: "No Coal! No Coke! NO COOK!" It was copy for the United Cattle Products, Ltd., advertising U.C.P. Cowheels, which are already cooked.

TALKED OF THIS WEEK;



An arresting double-page spread in a motor paper

Shopping Week Abandoned

Although the honorary secretary stated that he could guarantee to make the proposed Shopping Week a greater success than the previous one, when a large profit was made, the Harrogate Chamber of Trade have decided not to hold a Shopping Carnival for the present. This step has followed on a plebiscite of the whole of the traders in the town when out of a total of 525 circulars sent out, only 81 replies were received.

Launching a New Chocolate

The newspapers have benefitted this and last week by the launching of the new Caley chocolate. On Thursday evening and Friday morning, the Dorland Agency took four 2-inch single columns in each of nine newspapers. These small advertisements were scattered over different pages and read "Don't Buy Chocolate To-day—Try the new chocloate at our expense to-morrow." On the following day, half pages appeared in the same nine papers, announcing the new Caley's chocolate, and offering free samples.

A Royal Visit

When H.R.H. Princess Helena Victoria visited Redfern's Rubber Works, Ltd., Hyde, recently, she viewed with interest a range of products shown on five stands at a miniature exhibition arranged for her benefit. This exhibition was thrown open to the public on the following day and was visited by about 6,000 persons from Hyde and neighbouring townships.

N.A.B.S. Election Result

The National Advertising Benevolent Society's election was held on Thursday last. There were nine candidates for six pensions, and the ballot resulted as follows:—Mrs. L. D. Lee, 1,891 votes; Mrs. M. Sorrell, 1,372 votes; Mrs. M. Lancaster, 1,013 votes; H. E. Chapman, Lancaster, 1,013 votes; H. E. Chapman, 992 votes; D. Wilkins, 953 votes; J. Pearcy, 796 votes; Mrs. C. Agar, 715 votes; Mrs. E. B. Large, 670 votes; G. Newball, 156 votes. The first six were elected, and Mrs. Lee gained the "William Berry" pension. Over 80 per cent. of the available votes were polled.



At the Hub of Industrial Wealth Daily Dispatch EVENING CHRONICLE





# COME WITH US INTO THE BUY-WAYS

Mather & Crowther Advertising can help you gain an audience with the women who do the buying for far the greater number of British families. Keen, wide-awake and discriminating, they can and do spend money for the things they need to make better, healthier and happier homes.

Mather & Crowther Advertising does this because it is based on knowledge of the housewife's reasoning. It places your product before her in the best light and under the most favourable conditions.

We cordially invite those interested to call and examine personally the opportunities provided by the Mather & Crowther Organisation

### MATHER & CROWTHER LTD

Modern Advertising

10-13, NEW BRIDGE STREET, LONDON, E.C. 4

# The Press **Posters**

We are Service Advertising Agents and the Service Poster Advertising Con-We will tractors. handle your Advertising on open contract terms in the Press or by Posters, or in

### The Press and **Posters**

Whatever your appropriation calls for, we will handle it for you on terms which enable you check-up every item, and be assured that you get full value for every farthing. All books and vouchers will be open to your inspection. You pay a flat commission on the net cost



Sheldon House Queen Street **LEEDS** 

BCM/4 ADS

### CLUB NOTES & **NEWS**

### WHAT'S ON

Publicity Club of London, Hotel Cecil, 7 p.m. Monday, "Some Clients' Questions and Their Answers," Mr. Thomas Russell.

Aldwych Club, Wednesday, Golfers' Night, Presentation of Prizes by Lord Riddell.

Fleet Street and Advertising Club, King's Hall, Holborn Restaurant,

King's Hall, Holborn Restaurant, Friday (November 12), Gala Night. Oxford, Cooper & Boffin's Café, 7.15 p.m., Tuesday, "The Psychology of Advertising," Mr. A. Moore Hogarth.

Leeds, to-night (Friday), Open night for discussion on proposed Civic Week for Leeds. Speakers, Lord Mayor of Leeds, Sir John Eaglesome, and others. Chairman, Mr. Stuart Hirst. Mr. Stuart Hirst.

Glasgow, Grosvenor Restaurant, 1 p.m., to-day (Friday). Speaker, Mr. E. Rosslyn Mitchell.

Regent, Electric Lamp Manufacturers' Association, 15, Savoy Street, 7 p.m., Friday (November 12). Demonstration.

I.S.M.A., Manchester, Midland Hotel, 7 p.m., Wednesday, "Some Aspects of Retail Selling," Mr. H. L. Hardwick

Nottingham, Elite Theatre, 7.30 p.m., Monday, "How to Revive the Nottingham Lace Trades," the Nottingham La Sir Lawrence Weaver.

Bir Lawrence Weaver.

Birmingham, Imperial Hotel, Wednesday, "The Co-operative Schemof the British Motor Manufacturers," Mr. Horace Wyatt.

Newcastle - on - Tyne, County Hotel, 1 p.m. Tuesday, luncheon meeting.

### Leicester-New Publicity Club to Open in January

There has been for some time now a growing feeling among advertising men in Leicester that a Publicity Club was needed in that city. A committee has been at work for some time organising the preliminary details, and has enlisted the interest and co-operation of the leading industrial men in Leicester in the formation of the club.

Arrangements are well in hand, and an inaugural meeting is to be held in January. Meantime the following committee has been appointed: Mr. P. Dobie (Chairman) and Messrs. Barnacle, Buckingham, Gledstone, Kitchen, Somerville and Sturgess. The hose scentages ville and Sturgess. The hon. secretary is Mr. Lionel Lavis, of Corporation

Buildings, Horsefair Street, Leicester.

Although the official opening of the club will not take place until the New Year, the committee begins functioning almost immediately, as two or three of the members are attending the Publicity Club Executive's Session in Birmingham next week-end in order to meet the other publicity clubs' executives throughout the country.

### Newcastle-Goods that Reflect the Advertisement

The importance of describing goods truthfully in advertisements was stressed by Mr. Fred B. Fenwick when he addressed the members of the Advertising Club of Newcastle-on-Tyne at the luncheon meet-ing last week. There was a good attend-

ance presided over by Mr. Lorne Robson, the President of the club.

Mr. Fenwick said the purpose of advertising should be to make friends with the public. If the atmosphere were created in harmony with the advertising results would follow. It was essential that advertisements should not lead to disappoint-

"If a person comes to your establishment as the result of your advertising, and is disappointed with the goods, you have lost more than you have gained," said the speaker. "When a man looks into a mirror he sees a reflection of himself; so when a man reads an advertise-ment he likes to see a reflection of that advertisement in the goods or the service. See to it that your goods or your service reflect your advertisements."

A vote of thanks to Mr. Fenwick was voiced by Councillor Arthur Lambert, the Lord Mayor-elect of Newcastle, who paid a tribute to the value of the Advertising Club in civic and industrial affairs. He declared that advertising to be successful must have as its root basis

frankness and sincerity.

### Regent-How to Plan an Advertising

Mr. Alec Nathan addressed the Regent Advertising Club members at their meeting on Wednesday, October 20, on "Planning a Campaign." Mr. H. G.

Saward presided.
"The planning of the campaign," said Mr. Nathan, "is more important than the plan of campaign itself; the latter is the fruit of the former, and if the planning is on a wrong foundation it is more than probable there will be no need for the plan.

is on a wrong foundation it is more than probable there will be no need for the plan. "The first thing to do in planning a campaign is to study carefully the advertiser's organisation and to get a good and true knowledge of its personnel. Without this knowledge the campaign will be like a piece of disjointed machinery. The next thing will be to study the market for the particular article. One can then for the particular article. One can then tell the prospective advertiser how much he must expend on advertising—what sort of advertising—whether local or national—whether on educational or publicity lines.

"This can tell him of the earning and purchasing power of the districts—of the various traders—what sort of competition he is likely to meet; how his competitors conduct the business; their

competitors conduct the business; their distribution and their advertising.

"These facts will tell what sort of campaign should be prepared and such campaign will be governed by:—

(1) The amount of capital; (2) The nature of the article; (3) The strength or weakness of his competitors; (4) The limit of time when the advertising must become self-supporting.

The amount of capital will itself decide which sort of advertising should be

which sort of advertising should be adopted—local or national.

It will be necessary to tell the trade how the article will be introduced and possibly to explain the scheme in detail. The traders want to know how sales are

The traders want to know now sates are going to be treated.

"The next thing to be tackled is the presentation to the public: what particular point or points of the goods have to be stressed, what particular merit or service must be told. Should the trade-

(Continued on page 208)

# EIGHT

The Tatler

The Bystander

Eve (The Lady's Pictorial)

Incorporating the Gentlewoman and Modern Life

nd Dramatic News

# "The expedition with which thisbooklet has been produced"

N the course of a letter following the delivery of a job, yet another of our customers feels constrained to say as follows:

### SHOULD LIKE TO SAY HOW PLEASED I AM

with the way in which the booklet has been got up, and I am particularly obliged to your Mr.— for his attention in the matter and the expedition with which the booklet has been produced.

This letter, of course, is written in praise of the printing service given by

# **PERCY**

### Brothers, Ltd.

The Hotspur Press, Whitworth St. West, MANCHESTER

Telephone: Central 6894/5. Telegrams: "Hotspur, Manchester."

London Office: 170, Fleet Street, E.C.4 Telephone: Central 7641.
Telegrams: "Jonagont, Fleet, London."

### CLUB NOTES AND NEWS-(Cont. from p. 202)

mark be emphasised in the advertise-

ments?
"Then the Press is turned to. Should the dailies, weeklies, monthlies or trade papers be used? What proportion of the allotment is to be used in each of these classes, and how much is to be devoted to each publication? What is to be the size of the space and how frequently are in-sertions to be made? The object or purpose of the advertisement must then be decided upon. The reasons why the public should purchase the goods must

each be brought out in their turn.
"The actual money for advertising should be set aside right at the outset. The plan of campaign should be arranged so that the available capital can carry it through to the self-supporting stage.

Mr. Nathan after concluding his speech was asked many questions upon various

### Glasgow-Second No. of Bulletin-Educational Scheme.

The second issue of the Club's Monthly Bulletin, which has now appeared, contains an Application for Membership form, and the suggestion that members should do their friends a good turn by introducing them to the Club.

The "Bulletin" also announces that

the Club's Educational Scheme has now The intention is to give twelve fortnightly lectures, covering, as far as possible, all phases of advertising, beginning with the most elementary prin-A public speaking section has also been started.

The members of the Club wish it to be known that they are always glad to welcome at their luncheon members from other like organisations, if and when they are in Glasgow.

### Birmingham-Business Building-Suggestions for Retailers

At the meeting of the Birmingham Publicity Club on Wednesday, October 27, an interesting address was delivered by Mr. Thomas H. Lewis, Editor of Sales Management, on "Business Build B. Suggestions for Retailers." Mr. P. B. Adams, of the Birmingham Chamber of Commerce, presided.

Mr. Lewis said that in retailing curiosity was the biggest factor, and one should have a window which would impel people to cross the road to see it. had seen windows which he had been impelled to cross the roadway to see.

There was a shop in a little street in London where they had an every-day bargain. Every day they had a different bargain, and when that particular stock had been cleared out, the shelf remained empty. Another shopkeeper he knew had a side window which was never looked at. So he put up a notice in a window which was looked at: "Our daily bargain is in the side window."

One retailer he knew always had a late item of news in his window. It created considerable attention. Another always displayed a Punch cartoon, and that created interest.

A constructive idea was a buyer's suggestion box, a prize to be given to the purchaser who gave the best idea for improving his business. He found out many things in this way, among them that there was an awkward grating which prevented nervous people from entering, and that he had an awkward entrance to his

But one had to be careful with stunts to keep fair with the law. When chance outweighed skill in a competition, then the competition was a lottery.

"Get a good name for one good thing, that always pays," concluded Mr. Lewis, "and is a really good advertisement. Spasmodic advertising is not good. You want to keep at it; casual advertising is a waste of money."

Mr. W. Henman proposed a vote of thanks to the lecturer, and to Mr. Adams for presiding.

### Nottingham—Mr. Andrew Milne at First Supper Dance

The first Supper Dance of the season of the Publicity Club of Nottingham, held held at Boots', Pelham Street Cafe, was a very successful and enjoyable event, over 80 people being present, and the members were very happy to welcome Mr. Andrew Milne as their guest.

The M.C.'s were Messrs. R. Stanley Johnson and George Green, and the occasion was organised by Miss M. V. Ramsden.

#### Ireland—The Window-Art of Dressing

Mr. Young Warren, of Sligo, opened the new session of the Publicity Club of Ireland with a talk on "Window Dressing as a Sales Help." Tracing the development of window dressing, he pointed out the marked change that had come over the attitude of the data within the rest the attitude of traders within the past The original function of thirty years. the window was to admit light, whereas its greatest use to-day was to attract attention and help to sell the goods.

The fundamental principle of window dressing should be to attract new customers and to make increased sales to old, and if a window did not perform these old, and it a window did not perform these functions there was something wrong with it. "Display and advertise, or advertise and display," said Mr. Warren, was his advice to all traders. Good advertising, backed by sound display and intelligent salesmanship made an irresistible combination. irresistible combination.

Truth in window dressing, concluded Mr. Warren, was as important as truth in advertising and the trader who showed in his window an article value for, say. four shillings and marked it half-a-crown was committing trade suicide. There was an interesting discussion in which Messrs. J. McMahon, A. V. McArthur, P.C., S. J. Riorden, W. C. Magill, J. Anderson, J. Sheridan and the chairman, Mr. C. E. McConnell, participated.

### Oxford—Annual General Meeting and **Election of Officers**

The third annual meeting of the Publicity Club of dxford was held on Tuesday of last week, Mr. S. G. Hunt presiding.

The Chairman, presenting his report for

the year, said:—
"The notably striking events during the year have not been so great as one would have wished, but one has always to remember that Oxford is not a city noted for its great and many industries in the same sense as Manchester or Liverpool. Consequently our Publicity Club has to do the same amount of work as in a big town for a smaller result. But we have achieved a few things which must increase the club's influence.

"The club, by the assistance of Mr. Belsten, was able to carry through a course of instruction in retail advertising, to the benefit of several members, while a course in public speaking, given by Mr. Riley, though fully appreciated and

(Continued on page iv.)



# FAMILY IS A MARKET

home. The week-end budget is Mother's great concern. e family the bigger the problem. Her mind is busy with ovements—better buying. She likes to give the family 3. She must make certain replacements, for things have aring out. There's the perpetual process of cleaning, too. many cases there is more than one wage-earner in the mands on her purse are seemingly endless.

Saturday—days when the World's Pictorial News is bought are the days when advertising is most helpful to her.

ou any suggestions for her shopping list? igger the family the longer the shopping list the more helpful her shopping guide—the

# ORLD'S PICTORIAL



HOUSE, TALLIS STREET, LONDON. & WITHY GROVE, MANCHESTER



# Speed

Pictures that put over your message in a flash . . .

Arresting, vivid, stimulating ideas expressed with freshness and fluency by the foremost British and Continental artists.

If you want an idea quickly—if you have an idea you wish executed quickly—call at the MACNAMARA GALLERIES. Probably the sketch you have in mind will be found from the large range of filed photographic references—if not, rough and finished drawing will be produced to your order with the utmost expedition.

(Macnamara and co. ETC.

Galleries

72-8 Fleet Street EC4

Jelephone, CITY 0158

also Paris, and Brussels...

### CLUB NOTES AND NEWS-(Cont. from p. 206)

done as he alone could do it, did not meet with the support it should.

"I have to report the loss by resignation of our president, Mr. W. R. Morris, who, in the intimation to us of his decision, said he felt that now the Publicity Club was soundly established the time had arrived for another to succeed him.

"During the year 17 new members have been elected. Our membership is now 51."

The chairman read a letter from the Display Association to the effect that they did not favour a definite amalgamation with the Publicity Club, but presented a scheme by which members of either club could attend the meetings and lectures of the other club by payment of a small fee.

The hon. treasurer, Mr. A. V. Manser, read his financial statement, which showed a small credit balance.

Mr. A. Stanley Brooke was elected president, and Mr. S. G. Hunt, the retiring chairman, was elected vice-president.

The following were re-elected vicepresidents: Messrs. H. J. C. Alden, W. T. Byard, J. W. Knite, E. B. Lewis, C. Rippon, A. A. Tyler, C. P. Webber, C. E. Whistler.

Mr. D. A. Donaldson was elected chairman.

The secretary, Mr. Laurence Knowles; assistant secretary, Mr. Victor Robinson; and the treasurer, Mr. A. V. Manser, were re-elected.

The following committee was elected:—Messrs. R. Alden, P. Barltrop, F. Blackler, C. B. Samsworth, Harold Cooper, C. A. Holifield, G. Smith, H. Stansfield, and Miss Fruin.

### Regent—Educational Visit for Winter Session

A number of interesting visits have now been arranged for the members of the Regent Advertising Club. A list is given below and there are still a few more that are not yet definitely settled. Nov. 12.—Visit to E.L.M.A. (Electric Lamp Manufacturers' Associa-

tion).
Dec. 3.—The Daily Sketch.

Dec. 3.—The *Datly Sketch*.
Jan. 20.—The London School of Printing.
Mar. 25.—Publicity Films, Ltd.
April 29.—The School of Photo-Engraving

and Lithography.

### Nottingham-Mr. Percy Bradshaw on Art in Advertising

"Do all you can to make artists and business men better friends" was a plea advanced by Mr. Percy V. Bradshaw, in his address on "Art in Advertising," to the Nottingham Publicity Club members last Thursday. Mr. W. B. Derwent was in the chair.

in the chair.

"On many occasions I have been made aware that art is still regarded by commercial people with a great deal of distrust, and even considered as something of a definite danger which has to be guarded against," remarked Mr. Bradshaw. "A large number of advertisers will persistently maintain still that ugliness is more practical than beauty! Little progress can be made if the artist and business man, who should be allies, remain in opposite camps. Art is above all things commonsense; it is controlled enthusiasm.

"Judging from many varieties of publicity one is forced to the conclusion that advertisers or agents visualise about ninetenths of the public as unintelligent, lacking in education and uncritical. Those

advertisers rely on a loud voice or vigorous 'punch' to hammer home a message and

antagonise many readers."

The remarkable success achieved by means of pictorial publicity on the London underground railways was cited by Mr. Bradshaw as one of the outstanding proofs of the value of art in advertising.

"The artist can deliver a message which will be understood by the ignorant as well as the cultured; he talks in a universal language, and uses that language not coldly and formally, but with glowing enthusiasm."

An animated discussion followed Mr. Bradshaw's address.

### Glasgow—Gavel from Poor Richard Club

A gavel, made from old timber taken from what was known as Independence Hall, was last week presented to the Glasgow Publicity Club for the use of acting presidents by the Poor Richard Club of Philadelphia.

The gift was handed over by Mr. Victor Salter, of the Belfast Telegraph, who

visited Philadelphia this year.

### Aldwych Club-The Human Machine

Mr. Eustace Miles' after-lunch talk at the Club on Tuesday was a pleasant surprise for his listeners, many of whom may have anticipated hearing something of a faddist kind. Mr. Miles was bright—even jolly at times—in his description of the business efficiency of the human machine, and gave many helpful hints on how to keep it fit and in good working order. His points were illustrated by some simple exercises in breathing and the stretching of the arms and legs. Altogether a delightful and helpful talk of value to those who heard it. Mr. Louis Kaufman, as chairman, introduced Mr. Miles, and Mr. W. B. Robertson proposed a vote of thanks.

### Publicity Club of London—Public Speaking Section Debate

The Public Speaking Section held a lively debate on Tuesday last on the subject "That the opinions we hold are more important than the things we do." The "Doers" were in overwhelming majority! Mr. Alfred Robinson's helpful criticisms were on points of procedure and the general technique of public speaking rather than on the arguments employed, and the class gathered some valuable information in debating rules.

The next meeting is fixed for Tuesday, November 16, when a particularly novel programme has been arranged. Anyone interested should communicate with Mr. R. J. Fleet, the hon. secretary, at the Club offices, 112, New Oxford Street, W.C. 1.

11.0.1.

### King's Lynn Rotary Club—Municipal Advertising

The members of the King's Lynn Rotary Club, at their weekly luncheon on Wednesday of last week, were addressed by Mr. F. W. W. Morgan, chairman of the Norwich Publicity Committee. Mr. Gordon Brett, publicity manager of Norwich, accompanied him.

accompanied him.

Advertising, in the broader sense of the word, said Mr. Morgan, had received a great impetus lately by the appointment of a Minister for Overseas Trade, and Norwich was proud of the fact that this position was held by Mr. Arthur Michael Samuel, M.P., a native of the city, and a former Lord Mayor,



## Sell British Goods Buy British Goods

## Manufacturers-

- The British Industries Fair is being held in 1927 at the general request of all those who exhibited at the 1926 Fair. We can give no stronger proof of its value to other manufacturers.
- The British Government is sending personal invitations to 50,000 important Dominion, Colonial and Foreign Buyers to visit the Fair.
- The amount of floor space available for Exhibitors at the White City and Castle Bromwich is limited. Early application is therefore advisable. Don't delay—send your application now.
- The price of Stand Space for Exhibitors at the 1927 Fair is extremely low. For example, any manufacturer can exhibit for as little as £12, including the erection of a complete Stand fitted with counters, shelves, and electric light.
- Book your space how in the 1927 BRITISH INDUSTRIES FAIR

February 21<sup>st</sup> to March 4<sup>th</sup> 1927 white city Castle Bromwich LONDON BIRMINGHAM

The World's greatest NATIONAL TRADE EXHIBITION

For full particulars write to
THE DEPARTMENT OF OVERSEAS TRADE,
35, OLD QUEEN STREET, LONDON, S.W.1,
or to the
SECRETARY, CHAMBER OF COMMERCE,

RETARY, CHAMBER OF COMMERCE BIRMINGHAM.

#### **ADVERTISING AGENTS**

booking space in the Fair for their clients will receive the usual Agents' Commission.

# 20.000 BRAINS DIGEST

its palatable contents with the kind of appreciation which prompts them to ask for more.

20,000 intelligent readers drawn from the well-todo classes, hold "The Outlook" in such respect that they read its pages with confidence and serious thought.

They are buyers of quality goods made for discerning men.

If such are your goods, then the readers of "The Outlook" are your customers.



69, Fleet St., London

L. INDER HEWITT,

Advertisement Manager.

#### Publication Notes and News

A folder issued by the Universe tells of he milestones that have been passed by the paper since 1914. The circulation of the paper in that year was 12,000 weekly; it is now 80,000.

Who's Who in Advertising

The third edition of "Who's Who in British Advertising" is now being prepared for press, and will be published at the New Year. Advertising men whose names appeared in the last issue and who have not revised their entries, and others who have been invited to fill up forms for the inclusion of their names, and have not yet returned them to the Gainsborough Publishing Co., are asked to do so as promptly as possible.

World of Clissold 8802

Greenly's, Ltd., have used their tele-phone number in the title of a very interesting little folder issued this week, called "The World of Clissold 8802." It provides very interesting reading.

#### Christmas Goods for Drapers

Last week's issue of the *Draper's Record* was a special Christmas trade, fancy goods and bazaar number. It contained 128 pages, with some 98 pages of advertising. There was a special review of the goods offered for the drapers' bazaars, and the number was evidence of the big bid being made by drapers for an increasing Christmas trade.



Showing the way in which the lighting restrictions were overcome in the case of the "Daily Post and Echo" Exhibition at Liverpool. Three searchlights were projected on to the front of the building to illuminate the sign. These searchlights, which burned oxy-acetylene gas, had an intensity of 250,000 candle power. There was on the roof an oxy-acetylene searchlight of a capacity of 100,000 candle power

#### Largest Leicester Evening

The Leicester Mail on Friday, October 22, published the largest evening newspaper ever issued in Leicester. It consisted of 12 pages of seven long columns Advertisements totalled per page. Advertisements totalled  $39\frac{1}{2}$  columns, and news  $44\frac{1}{2}$ . The paper, owing to additional plant which has been recently installed, is now able to maintain this size regularly.

#### Grocery Advertising

In connection with the Sheffield Grocers' and Allied Trades Exhibition last week, the Sheffield Independent carried a composite page last Wednesday, with four columns of local and national grocery and confectionery advertising.

#### New Welsbach Poster

A new double-crown poster for Welsbach mantles has been issued by Palmer's Publicity Service. It shows a lighthouse, with the keeper looking out for vessels in distress. The light is provided by a gigantic Welsbach mantle—the mantle which "makes your house a light house."

#### Big "Punch" Record

Punch Almanack is always one of the most popular of the season's publications, most popular of the season's publications, and this year it is better than ever. Miss Marion Jean Lyon has succeeded in attracting to its pages the largest volume of advertising ever published in *Punch* since the day of its first issue. This year's Almanack contains several pages in colour printed on a fine art paper. The number of colour pages carried is indicative of the increased use of colour by the high-class advertisers in this by the high-class advertisers in this country. The whole issue is a first-rate production, and shows that even the most difficult industrial periods do not affect the popularity of this national journal.

"Hitch Your Wagon . . . "
One of the eleverest recent pieces of newspaper propaganda emanates from the Star offices. A large folder has, on its front page, the words "Hitch Your Wagon to the Star:" As the folder is opened, a large golden star projects from the top by a clever folding process, "hitched to which is a wagon full of merchandise. One's attention is attracted to this im-One's attention is attracted to this immediately, for as the folder jerks open the wagon, which is attached to the star by a piece of red twine, literally jumps at the reader.

A Marketing Supplement

Allied Newspapers, Ltd., have issued a reprint of the Daily Dispatch marketing supplement which was published during Manchester Civic Week, on the following morning of the Manufacturers' Conference. It gives a full report of the proceedings of this important conference, proceedings of this important conference, together with authoritative articles on marketing problems; edited by Mr. J. Murray Allison, it is a six-page supplement that should be kept by every advertising man and woman.

Advertisers for 40 Years

The British Weekly on November 11 will be a remarkable effort. It will be the 40th anniversary number, and most of the advertisers who were in the paper during its first year of issue are coming

of the advertisers who were in the paper during its first year of issue are coming into this number. Their advertisements will be starred and reference will be made to this interesting feature in the editorial. Many of the firms are using their 40-year-old copy, and one firm has been advertising in the paper every week since the first issue. Among the con-tributors to this special number are Lord tributors to this special number are Lord Darling, Sir Oliver Lodge, Sir James Barrie, Bishop of Manchester, May Byron, Maude Royden. Dr. Horton, Dr. John Hutton, and Sir Ernest Hodder Williams.



To whom it may concern: Please make a Note-

|      |           |              | FONDONU      |   |
|------|-----------|--------------|--------------|---|
| 1001 | N NOC     |              | _ 7 _ PM     | 3 |
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| 2    | NOV 26    |              | tment.       |   |
| 1    | ma Advert | isement Depa | London News" |   |
|      | Jue v.    | Lasted ?     | London       |   |

16 Essex Street
Strand.

of our new Address! From Monday, November 8th, 1926.

Advertisement Manager,

16, Essex Street, Strand, W.C.2.

Telephone: CENTRAL - 7250 (private exchange).

#### Readers Letters From Our

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

#### The Secret Press Agent Again

Sir,—After four years' publicity and sales work in Australia and New Zealand, mostly marketing well-known British goods, I return to my own country and seek a position.

Requests for interviews are numerous and mostly from British firms of high

repute.

Many of these firms made appointments to interview me and in every case I have been kept waiting from half-anhour to one hour after the appointed time.

When we have come to real business talk, it has been very obvious that curiosity predominated, a curiosity that angled for free information without any intention of offering a position which was the object of my interview.

The most astonishing thing to an advertising and sales man of wide ex-perience is the attitude of certain national advertisers to Press advertising. national advertisers explained to me at great length that they are now dropping Press advertising (paid space) for free editorial matter supplied by themselves

They acknowledged its appearance was very difficult to obtain in most papers, but well camouflaged, delightfully hidden, it was far more profitable than whole front pages or any other paid for space.

The colossal ignorance of many leading business men upon our Dominions, their lack of interest in trading with them and their statements that "Overseas concerns are so very much behind the times," has been an eye-opener to me JERVOIS KEE.

#### "Overtime"

SIR,—There seems to be a growing tendency to regard overtime as the ordinary portion of a worker in the advertising

While everyone will agree that it is an employee's duty to see any work through that is really "rush," I do not think that there should be so much stress laid upon the phrase "Willing to work any hours required," which is current nowadays in most Situations Vacant announcements.

Any well-conducted advertising department should know when papers are going to press and should be able to adjust the work of the staff to fit satisfactorily. Newspapers complain bitterly of the lateness of copy, and altogether one feels that the employer who deliberately asks for overtime (generally unpaid for) as a normal part of his staff's work is unfair to all concerned-newspapers, printers and his own employees. "TIME IS MONEY."

#### **British Motor Exports**

Sir,—Apropos of the statements made by the Dominion Prime Ministers, which you fully reported last week, I was in-terested to notice in the Manchester Guardian on Saturday the following table of the increases in British motorcar exports :-

| *                |        |    | Percentage increase. |       |
|------------------|--------|----|----------------------|-------|
|                  |        |    | 1924.                | 1925. |
| Australia        |        |    | <br>97               | 420   |
| New Zealand      |        |    | <br>137              | 374   |
| India            |        |    | <br>126              | 300   |
| South Africa     |        |    | <br>140              | 540   |
| Straits Settleme | ents   | ,  | <br>250              | 1,000 |
| Cevlon           |        |    | <br>140              | 525   |
| Federated Mala   | v Stat | es | <br>800              | 4,000 |
| British West Af  | rica   |    | <br>184              | 307   |
| British East Afr | ica    |    | <br>410              | 730   |

These figures surely show that the British motor trade is not standing still.

CHARIOT.

#### The Longest Run

SIR,-What is the longest run of consecutive advertising in any one paper in this country? Some newspaper managers must have interesting records in their books. I am prompted to ask the question because I have just seen that an American country weekly is making a feature of the fact that one of the stores in the town has advertised regularly in its columns since 1883. This is a record that can surely be eclipsed over and over again in the British newspaper world.

HISTORIAN.



ELDONS LIMITED, 30·32 SOUTHAMPTON STREET, STRAND, LONDON, W.C.



Most Folks Buy a Paper Sometime, All Edinburgh Buys The "News" Everytime,

68 Columns of Advertisements in one issue

Our Record—A striking proof of the effectiveness of our successful Paper.

Friday last was the day of this conspicuous success.

Advertisers do not use a medium which fails to bring adequate returns.

## EDINBURGH EVENING NEWS

SCOTLAND'S "CAPITAL" PAPER WITH THE LARGEST SALE

# Ask Popper to Pop in if its Offset

Phone: ROYAL 5924-5

Wm. POPPER and CO., LTD. 128-9, GT. SUFFOLK ST., LONDON, S.E.1

#### The FOOTBALL **GAZETTE**

(South Shields)

contains all League results and special reports of the South Shields, Sunderland, Newcastle, and other matches in which North-Eastern clubs figure.

It publishes the results of all junior games in South Shields, Blyth and Mid-Tyne Districts.

The high standard of other popular features in the "Football Gazette," including special articles, cartoons, etc., will be maintained.

ADVERTISE IN THE FAVOURITE FOOTBALL PAPER IN THE NORTH EAST.

Advertisement Manager,

The Northern Press Limited, Barrington Street, South Shields.

LONDON: H. Smale, 185, Fleet St., E.C.4

#### New Ideas in Film Publicity

Cartoon Figure with Human Head-Dramatic Stories of Intense Interest that Sell Chicken Spice and Cars

LEFT the Rialto Cinema last Wednesday morning, determined to purchase immediately, among other commodities, some Kia-Ora lemon squash, a Bean car, some Karswood chicken spice, Wincarnis, and a new brand of cigarettes.

I had just seen a display arranged by Publicity Films, Ltd., of the latest effects in film publicity. More convincing proof of the pulling-power of the film advertisement it would be hard to conceive. The graphic and interesting way in which the advertiser's story was presented to the audience proved that the film has advantages all its own.

Vast progress has been made in the film advertisement. The old type, in which obviously amatcur actors and actresses demonstrated the selling points of a commodity by a series of illogical and unconnected acts, has been superseded by a film that is as well "shot" as an ordinary drama.

In one film on Wednesday, the Bean car was in evidence throughout the whole of the story. It was not ostentatiously thrust upon one's consciousness. But it was there-and it sold itself. The story had a real human interest, and I almost felt as proud of the Bean's accomplishment in bringing together father and

prospective son-in-law as did the "woman in the case."

The way in which the film advertisement ties up with poster advertising was demonstrated by a specially-produced film.

The film cartoon is an important section of film publicity, for its humour is one of the greatest sources of reader interest.

Publicity Films, Ltd., showed us on Wednesday morning how they have im-proved the film cartoon. In place of the immobile and expressionless cartoon-character's head, they have devised a method of using a human face on a cartoon body. Thus, the human ex-pressions are portrayed but the humorous side of the cartoon film—the jerky actions and the gymnastic feats impossible to the human being—are retained.

A film advertisement is now a source of real interest, and I have heard shouts

of laughter at a film cartoon from an audience that remained impassive and unmoved at the comic antics of one of our highly-paid stars.

The show at the Rialto on Wednesday was an eye-opener to many of us, and the increasing number of large advertisers that are using this medium is proof of its popularity.

#### American Jewellery Campaign Starts

£800,000 Proposed Expenditure—£80,000 Worth of Space Already Bought

THE Jewellers' National Publicity
Association of America has just launched its eagerly awaited advertising campaign. It has been decided to expend £800,000, and a large proportion has already been raised.

Space to the value of £80,000 has already been bought. Wholesalers, retailers, manufacturers and merchants of jewellery have contributed. A great deal of enthusiasm has been aroused, and it has been decided to start the campaign now on account of the fact that the Christmas gift season is approaching.

Nearly £30,000 is to be spent on advertising during October, November and December, and the scheme will last over four years.

and this will appear on every advertisement.

The slogan chosen for the campaign is "For gifts that Last, Consult your Jeweller,"

ment.

The copy will impress upon the public, first, the lasting qualities of jewellery as a gift and, second, the reliability of the retailer in helping the public to choose jewellery. It is sometimes felt by the public that they may be misled in buying investigation are count of their legic of brown. jewellery on account of their lack of know ledge of the value of precious stones and precious metals. The retailer's integrity and reliability will be emphasised throughout the campaign.

Full pages and double pages in colour in magazines will be used this year, as well as newspapers and trade papers.

#### Sales Increased During Depression

T is impossible in business nowa-T is impossible in business nowadays to go forward without advertising," said Mr. T. P. Ridley, secretary and commercial manager of the Newcastle Gas Company, speaking at the conference of the British Commercial Gas Association at Newcastle-on-Tyne on Tuesday.

The effect of advertising was to benefit the purchaser. If by publicity the public

the purchaser. If by publicity the public were taught to use more gas with advantage to themselves, the effect on standing charges would be immediate and continuous.

Mr. Ridley advocated a much larger expenditure on advertising by the gas industry throughout the country, to be

spent partly nationally, but partly locally, because local advertising by individual gas undertakings brought the article nearer to the vision of the customer and forced home the national argument.

In Newcastle they had spent money on publicity at a higher rate than the majority of undertakings, and he was satisfied with the results. In spite of the severe trade depression sales showed a substantial increase over pre-war years. If they had spent less on publicity these figures would have been very different. America allocated at least 2 per cent. on turnover to publicity.



# A Queen writes for the "Yorkshire Evening News"

- Yesterday, one of the most beautiful love-tributes ever written, a real piece of noble literature, appeared in the "Yorkshire Evening News." It was Queen Marie of Roumania's tribute to "Klondyke" Boyle, a remarkable Canadian "with the strength of a Viking and the heart of a child," who proved to be a miracle of courage to Queen and Country in Roumania's hour of tribulation.
- The article came in this way. Mr. Sydney Walton, a Director of the "Yorkshire Evening News," knew Colonel Boyle. When the Colonel died, Mr. Walton suggested to Her Majesty Queen Marie that one day she might wish in her own way to write her appreciation of Colonel Boyle's character and work. Before Queen Marie left for America she sent Mr. Walton this autographed love-tribute to the remarkable Canadian who was Roumania's rock and anchor in times of distress.
- The article was written exclusively for the "Yorkshire Evening News." It was written without fee or reward, as a lovegift.

  Mr. Walton regards the Queen's article as one of the finest fragments of memorial literature he has ever read, and readers of the "Yorkshire Evening News" will agree.
- The "Yorkshire Evening News" is now installed in new, splendid and spacious buildings, perfectly equipped, in Trinity Street, Leeds, and is proud of its ever increasing prestige in Leeds the City, Yorkshire the County, Great Britain the land we love.



Tributes
to Porkshire Post

#### No. 2. The CHANCELLOR OF THE EXCHEQUER

The Yorkshire Post is one of those great country newspapers which must be studied to understand the movement of public opinion. Its intimate connection with the vast and varied industries of Yorkshire makes it a commercial organ of the first importance; and it is always true to its high tradition of patriotism and fair play.

Rt. Hon. WINSTON CHURCHILL

A copy of our latest brochure "Tributes to The Yorkshire Post" will be forwarded free to those interested. Address requests to Publicity Dept., The Yorkshire Post, Leeds.

PRESTIGE AND PULLING POWER

#### New Standard Letterer And Show Card Writer

By MAXWELL L. HELLER, M.A., LL.B.

#### What to do — How to do it!

This book is the outcome of 20 years' practical work, and 20 years' experience in teaching the craft. Each process has been reduced to very clear and definite rules and statements. These are set forth step by step; nothing is taken for granted. The reader is in exactly the same position as a student at |

an art school. He is given plain instructions that prevent discouragement and stimulate effort. Exercises are set as they would be in an art class. From this book, therefore, it is easy to learn this lucrative art in your own home, at any convenient time.

#### One Week FREE

You take most books on trust; this one is sent for ONE WEEK FREE. Fill in this form! It commits you to nothing. Delay will mean waiting while others are served.

#### To THE LIBRARY PRESS, LTD., 10 Minerva House, Southwark Street,

London, S.E.I. Please send me "THE NEW STANDARD LETTERER AND SHOWCARD WRITER" for free test for 1 week. It is understood that if not satisfied I can return on the 8th day after receipt. If satisfied I will pay 5/- on the 8th day and 4/- per month for 3 months (16/- cash).

|           | J (10) Cubil). |
|-----------|----------------|
| SIGNATURE |                |
| ADDRESS   |                |

AGE..... IF HOUSEHOLDER.....

#### ADVERTISER'S GAZETTE Legal, Financial, and Company Notes and Reports of Interest to the Advertiser

#### VOLUNTARY LIQUIDATIONS

[NOTE.-Voluntary liquidations may, in some instances, refer to companies in course of reconstruction.]

Luminor Signs (British), Ltd. Resolved, October 13, 1926, that the company be wound up voluntarily, and that Mr. J. Barlow, Astor House, Aldwych, W.C., secretary, be appointed liquidator. Claims to liquidator by November 12.

Rembrandt Intaglio Printing Co., Ltd.—Resolved, October 18, 1926:— "That in accordance with Section 192 of the Companies (Consolidation) Act, 1908, the liquidator be instructed to sell as on August 2, 1926, to a new company, to be named the Rembrandt Intaglio Printing Co., Ltd., now in process of formation, the goodwill, processes, negatives and loose plant of the company for 5 000 shares in such new company." for 5,000 shares in such new company.

Rembrandt Intaglio Printing Co., Ltd.—Resolved, October 18, 1926, that the company be wound up voluntarily, and that Mr. A. T. Cooper, 60 and 62, Spring Gardens, Manchester, C.A., be appointed liquidator.

(Note.—This notice is purely formal and the liquidation is for the purpose of

A meeting of the creditors of the company will be held at Queen's Mill, Lancaster, on November 8, at 11 a.m. All creditors have been or will be paid in full.

BANKRUPTCY ACTS
Widdowson, Robt. Harold (trading
as the Midland Counties Advertising,
Organising and Publicity Co.), 177,
Staveley Road,
vertising agent. (14 of 1926.) Adjudication, October 21, 1926.

PUBLIC EXAMINATION
The public examination was concluded in London Bankruptcy Court on October 29 of William Askew McAlonan, described as of Astor House, Aldwych, W.C., who failed in May last. It appeared that in 1924 he became a director of a company carrying on business as advertising contractors and publishers, which position he retained until May, 1925, when he resigned and became a director of another publishing company. In December, 1925, he commenced business in partnership with another person as publishers and advertising agents under the style of "M. M. Ads." and also a motor sales service, under the style of "The Motor Bureau," at 28, He was un-New Bridge Street, E.C. He was unsuccessful in these activities and the business was discontinued on April 15, 1926. He attributed his failure to liabilities under guarantees given on behalf of a company for which no consideration was received and to his income having been insufficient to meet his household and personal expenditure. His statement of affairs disclosed gross liabilities of £2,440, of which £1,506 are expected to rank for dividend, against assets estimated to produce £3 2s. 5d.

NEW COMPANIES
Autochrome Signs (1926), Ltd.
(217,060).—Private company Registered October 25. Capital £2,050 in

2,000 10 per cent. cumulative preferred shares of £1 each and 1,000 ordinary shares of 1s. each. Objects:—To acquire the business of a manufacturer of or



HE exceptionally prominent "solus" quarter-page advertisement positions available for keen advertisers in the daily picture paper with the largest circulation can be profitably used for every commodity with a general or luxury appeal.

For example, during the last few months, the following are some of the goods that have been advertised in such positions:

Perfumes, Periodicals, Typewriters, Vacuum Cleaners, Chocolates, Cigarettes,

Toilet Soaps,

Boot Polishes,
Bath Salts,
Shampoos,
Beauty Specialists,
Tennis Balls,
Disinfectants,
Port Wine,

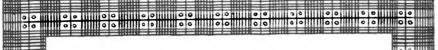
Face Powders & Creams, Biscuits.

Write now for vacant dates.

# Daily Mirror

THE PAPER, THE PAGES AND THE SPECIAL POSITIONS

G. A. GODLEY, Advertisement Manager, Bouverie Street, E.C.4.



GOOD BILLPOSTING IN SCOTLAN MEANS BILLPOSTING BY WOOLLEYS

By consistent use, our National Advertisers have set the seal of their approval on Scotland's hoardings, and experience has taught them [that] Glasgow [and the West of Scotland (covered by Woolleys) are among the finest territories in the U.K. The advantages of using Woolley's service are many -your posters are exhibited in the most densely populated districts in Scotland, are carefully inspected, well hung, and kept in first-class order, and function from DAWN till MIDNIGHT aided by "FLOODLIT" hoardings. Try using Woolley's organisation, which dominates Scotland.

#### G. & A. WOOLLEY

175, BOTHWELL STREET. **GLASGOW** and **BRANCHES** 

"Phone CENTRAL 4224 'Grams PLACARD Glasgow

BEST FREE SOFT

Illustrated Catalogue on Request. Est. 1914 MANUFACTURERS, THE TEDDY TOY CO., 45, GOLDEN LANE, E.C.1.

To Firms Seeking Wealthy Markets

"PINANG GAZETTE" OldestDaily in Malaya. STRAITS SETTLEMENTS "LA RAZON" BUENOS AYRES

London Representatives:

FREEMAN & CO., 33, Paternoster Row, E.C.4

150,000 daily.

dealer in advertising signs and devices of all kinds, etc., recently carried on by E. W. Harris. The first directors are:—
T. J. Digby, W. H. Broughton and E. W. Harris. Registered office:—12, Gerrard Street, W.1.

Parrs Advertising, Ltd. (217,027) .-Private company. Registered October 23. Capital £677 in 660 shares of £1 and 340 shares of 1s. each. Objects:—To carry on the business of advisers, agents, advertising, distributing, news, trade mark and commission agents, consultants, contractors, etc. The first directors are:— H. L. Dixon, A. E. Oakley and H. Freeman. Registered office:—Craven House, 121, Kingsway, W.C.2.

Glamorgan County Times News-paper and Printing Co., Ltd. (217,187). —Private company. Registered Octo-ber 30. Capital £5,000 in £1 shares. Objects:—To adopt an agreement with F. J. Harries for the acquisition of the business carried on as the Glamorgan County Times, and to carry on the business of proprietors, printers and publishers of newspapers, etc. The directors are:—Col. H. E. M. Lindsay, F. J. Harries, Sir Herbert Cory and L. Foster-Stedman. Solicitors:—Davies & Prichard, 3, Edward Terrace, Cardiff.

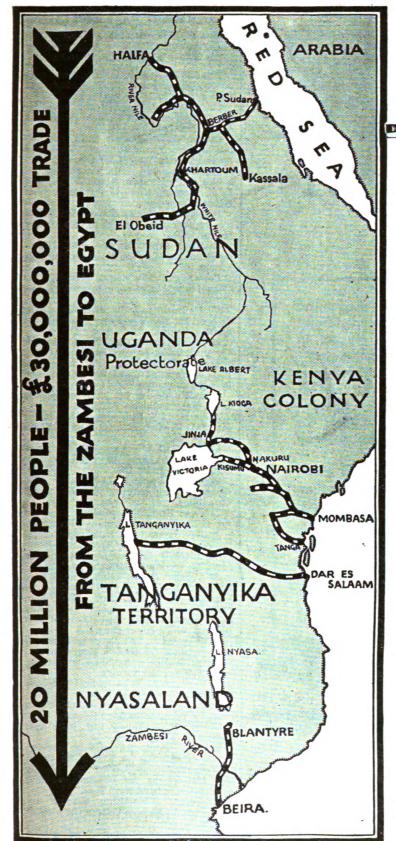
Waddington & Sons (Printers), td. (217,171).—Private company. Ltd. (217,171).—Private company. Registered October 29. Capital £9,000 in £1 shares. (1,500 6 per cent. cumulative preference and 7,500 ordinary). Objects:—To acquire the business of newspaper proprietors, general printers and stationers now carried on by J. W. Waddington, W. Waddington and G. Waddington, at Pavement, Todmorden, and at New Road, Hebden Bridge, Yorks, as "Waddington & Sons." The first directors are:—J. W. Waddington, W. Waddington and G. Waddington, Ltd.

Easifind, Ltd. (217,117).company. Registered October 28. Capital £25,000 in 20,000 10 per cent. preference cumulative participating shares of £1 and 40,000 ordinary shares of 2s. 6d. each. Objects:—To compile, produce, publish and sell railway timetables, and/or all kinds of other travelling time-tables, handbooks, guides and maps, etc., and to adopt an agreement with Lt.-Col. W. R. Mansfield. Solicitors:— Herbert Smith & Co., 62, London Wall, E.C.2.

Advertising Flexisigns, (216,972).—Private company. Registered October 21. Capital £2,000 in £1 shares. Objects:—To carry on the business of manufacturers of advertising flexisigns and other forms of advertising, advertising consultants and agents, makers of a preservative (the basic principle of Flexisign) for protecting from acid, steam, water, gas or atmospheric influences all types of metal work, stone, wood, paint work, printed and litho-graphic matter, etc. The first directors are:—C. R. Townsend, E. P. Booth and H. S. Hooper. Registered office:—32, Frederick Street, Birmingham.

## ast Le

IN THE HOMES OF NORTHERN IRELAND.



Populated by British people with money to spend on the good things of life, and an obstinate prejudice for goods of British origin

## THIS €30,000,000 MARKET IS APPROACHABLE THROUGH RAILWAY ADVERTISING

The Kenya Trading Corporation
Ltd. is the Sole Advertising
Contractor for

The Sudan Government Railways
The Kenya Uganda Railways
The Tanganyika Railways
The Central African Railways
The Shire Highland Railways
The Trans - Zambesia Railways

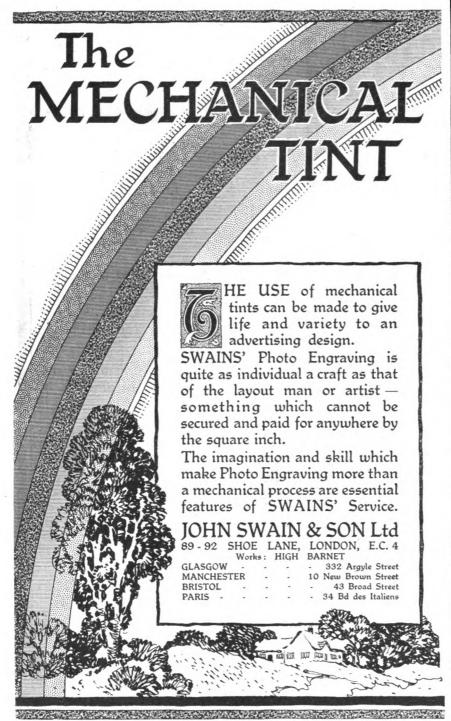
RAILWAY PUBLICITY IS THE ONLY WAY TO REACH THE NATIVE MARKET.

Major J. D. Leonard, THE KENYA TRADING CORPORATION LIMITED NAIROBI

is visiting this country, and will be glad to give information on distribution and selling in this market.

Temporary Office: SENTINEL HOUSE, SOUTHAMPTON ROW, W.C.2

Telephone: Museum 8340.





LET US INTRODUCE YOU TO



Service & Quality

GEE & WATSON ITE

#### EXPANSION

Post required as Assistant or Junior Lay-out and "Copy" man with Agency, Stores or Newspapers to

Will YOU give me this opportunity?

Box 407, The Advertiser's Weekly, 66, Shoe Lane, London, E.C.4.

#### CURRENT ADVERTISING

Notes of New Business Going Out: New Advertising Now Appearing in the Press and on the Hoardings

Brockie, Haslam & Co. have taken over advertising of Standard Telephones and Cables, Ltd. (Western Electric).

C. Vernon & Sons, Ltd., have renewed for Home and Colonial Stores and

Abbey Road Building Society. Osborne-Peacock Co., Ltd., are extending for Tan-Sad Wheel Toys and Aertex Winter Weight Underwear.

Smith's Agency, Ltd., are placing for a new line of Tabbs, Lewis & Co., and have recommenced for O'Brien and Robey Gramophones.

Industrial Publicity Service, Ltd., have an appropriation in hand for Cosby Hairbrushes.

Marshall Hardy Service, Ltd. (Bradford), are handling for Rickard's Knitting Wools.

Commercial Advertising Service, Ltd. (Manchester), have recommenced placing

for Cephos.

T. B. Browne, Ltd., have advertising in hand for Ashes of Roses Perfume and Raisley Flour.

Havas Agency is running a scheme for

the Piver toilet preparations.

Charles F. Higham, Ltd., have been booking forward dates for Dunlop and been placing in provinces for Rexall.

John Haddon & Co. have business in hand for Allenbury's Pastilles.

John H. Lile, Ltd., are again placing for D.D.D. Laboratories and Oliver's Foot Draft.

Charles Barker & Sons, Ltd., have new season's advertising in hand for De Jongh's Cod Liver Oil.

Ogden & Spencer, Ltd., have commenced giving out for Thorne's Festal Chocolates.

Harvey Bros. are running increased spaces for Jay's and Downing's Furniture. Walter Judd, Ltd., have considerable

business appearing for Treo.
C. Mitchell & Co., Ltd., are again

C. Mitchell & Co., Ltd., are again handling for Mead Gramphones.

J. Varney & Co. (Manchester) have increased advertising for Codlivex.

Fredk. E. Potter, Ltd., have been booking newspaper space for Lines Bros. Toys, Pelman Institute and Sun Life Agreement. Life Assurance Co. of Canada.

Crossley & Co., Ltd., have been placing

in provincials for Scott's Emulsion.

Spiers Service is handling advertising

appearing for Sea-Vitoids.

F. E. Williams is again booking space for Artistic Photographic Co.

Curtis Agency, Ltd., have business in hand for Vocalion and Aco Records.

Brandis-Davis Agency, Ltd., have been

placing for Kelly Tyres.

Maurice Ford Advertising Service,
Leeds, are placing for Kompo for Colds.

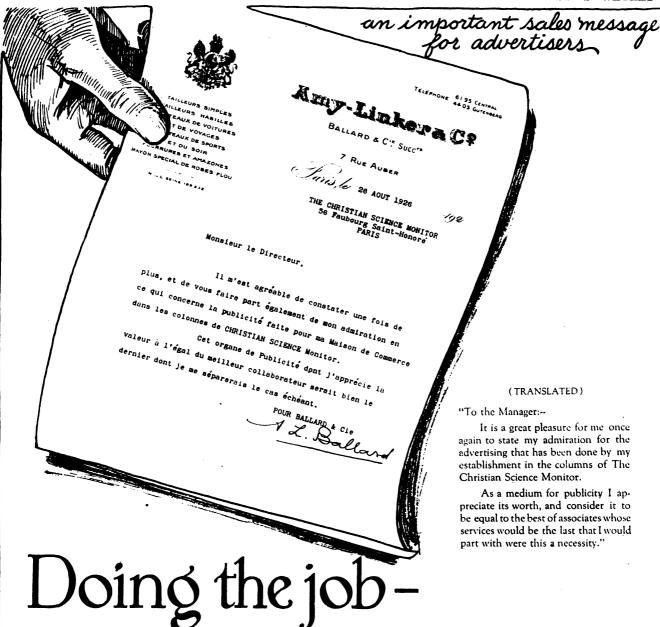
W-M Publicity Service are placing new instructions for Mentholatum and have orders in hand for "Tosa."

Roebuck's Advertising Service are giving out for Slektun Coils in the wireless

papers.
Wills, Ltd., are placing new advertising for Schweppes and have business in hand for Mazawattee Tea.

knows

ronto, Montreal, Winnipeg ABC Fifth Edition



Advertising is designed to sell goods. The best advertising sells the most goods at the lowest cost. The Christian Science Monitor is aiding many European merchants and manufacturers to sell their goods, and to open up new markets, in all the countries of the world.

#### THE CHRISTIAN SCIENCE MONITOR

An International Daily Newspaper Publishing SELECTED ADVERTISING

**EUROPEAN ADVERTISING OFFICES:** 

LONDON 2, Adelphi Terrace PARIS 56, Rue du Faubourg Saint Honore

FLORENCE 11, Via Magenta

Publication Office: 107 Falmouth Street, Boston, Massachusetts, U. S. A.

## ADVERTISING **HEADQUARTERS**



THE DORLAND AGENCY LTD., 14 REGENT ST., LONDON, S.W.1

#### We Hear–

THAT having got over last week's rush of big business—largely of a motoring kind—the dailies have been finding it easier to accommodate the advertising now offered them; but-

THAT the same difficulty still holds good in many quarters of finding positions to the satisfaction of agents and advertisers.

THAT those Christmas numbers now in the press are reported to have closed down with a good average showing, and many of them with a striking display of colour

THAT what the West End houses term "London's little season" is having its reflex in the pages of publications carrying those announcements that appeal to the classes; and—

THAT in this respect "the Great Eight" are enjoying a prosperity that ought to gladden the heart of the thousands of new proprietors interested in their welfare.

THAT the opening on Monday of the new premises of the Fleet Street and Advertising Club, if lacking in formality, were none the less a social success with that hail-fellow-well-met spirit so characteristic of the men in the Street; and—

THAT the smooth running of the establishment was largely due to the foresight of the committee who had a try-out luncheon-and a delightful one, toothe Friday previous, which was duly O.K.'d by those privileged to be present.

THAT one of the first duties the committee had to undertake on the opening day was to have a special sitting to consider the long list of applications for membership received—and these still roll in in good numbers.

THAT the popularity of those excellent monthlies Ideal Home, Homes and Gardens, and Town and Country Homes is to be challenged by the production of another of that order with the name of Homes of To-morrow.

THAT another familiar figure in Fleet Street has passed away by the death of Mr. A. C. Baldwin, who for about fourteen years was a representative of the Daily Express.

THAT a lively night is anticipated next Wednesday at the Aldwych Club when Lord Riddell—always a host in himself—turns up to present the golfers with their winnings-in kind.

THAT the advertising of crossword puzzles continues on the increase, par-ticularly from Glasgow where they first saw the light as a "trade" advertising proposition.

# The Sunday Journal of the well-to-do

#### We Hear-

THAT one of the sights of the new Regent Street is the artistically decorated interior of a branch office of the *Times*, which is fully viewed—and admired—from the street; and—

THAT as an advertisement of its chief object in being there—the receipt of "smalls"—a hundred-year-old copy of the *Times* is exhibited in the front of the window showing the "smalls" as they appeared a century ago.

THAT Mr. C. E. Gaunt has resigned his position with Messrs. D. J. Keymer and Co., Ltd., to join Mr. Frederick Aldridge's Agency.

THAT something like a solus site for billposting is to be found around Mornington Crescent, Camden Town, N.W., where Messrs. Carreras, Ltd., have a posting station exclusive for the advertising of their cigarettes; and—

THAT the surrounds also carry an announcement that the extensive piece of land has been purchased by the firm for the erection of a large factory.

THAT a so-called advertising society connected with the Bookmakers' Association has been considering the future policy of its members in view of the new conditions brought about by the tax on betting.

THAT a new idea in scientific salesmanship is behind the census of feet being undertaken by the British Boot, Shoe and Allied Trades Research Association.

THAT the Glasgow chocolate and confectionery firm of Messrs. Birrell, Ltd., who are provincial advertisers of note, are adding to their chain of shops in the country, having recently taken over an old-established business of nine shops in Birmingham and opened seven new shops in Scotland and at centres in England.

THAT, as might have been expected, the writers of comic songs have seized on the Mustard Club as a suitable subject for their wit and humour, and a popular comedian is now advertising the great new song, "The Mustard Club."

THAT Mr. W. E. Ennever, of the Pelman Institute, has presented a cup to the Bramshot Golf Club, of which he is captain.

THAT the latest scheme in combining business with pleasure is that of "a beauty ball" promoted by a well-known firm of beauty specialists.

THAT the late Mr. Alfred Ernest Terry, of Messrs. Herbert Terry and Sons, Redditch, left £111,884.

THAT 67, Fleet Street, at the corner of Whitefriars Street, now being rebuilt by the News of the World, has a famous history, and that in the 17th and 18th centuries it was the home of Tompion, "the father of English clock-making."

THAT in spite of trade depression, the world sale of Kruschen Salts for October, 1926, is actually up on October, 1925, which is another great tribute to advertising; and—

THAT the next move of the Brothers Marland is to tap the enormous market, hitherto unexploited, in the United States. Mr. H. Penney, Managing Director of Penney & Co., Ltd., one of the largest distributors of Toilet and Proprietary Medicines, is the latest to praise the DAILY SKETCH.

He writes this week:—

"We believe in keyed advertisements, and no doubt you will be interested to know that the DAILY SKETCH pulls far above our expectations in every case.

"Not only are replies distributed over Great Britain, but we invariably receive concrete evidence of its pulling power in Australia, South Africa, Canada and other countries.

"Results are becoming more and more important, and it is good to have a paper giving results far above the average as with the DAILY SKETCH."

Notice how Mr. Penney stresses "above the average." Surely the usefulness of the Daily Sketch is demonstrated.

ULRIC B. WALMSLEY, Advertisement Manager, The Daily Sketch and Sunday Herald Ltd., 200, Gray's Inn Road, W.C. 1.

ALWAYS it is the master touch that lifts everyday things above the commonplace

"PERFECTOS" No. 2 Virginia Cigarettes

> 10 for 10½d 20 for 1/9 50 for 100 for

IOHN PLAYER & SONS, NOTTINGHAM

Branch of the Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.

#### SELLING OUT

The finest aggregation of Xmas Stock Blocks ever compiled is in the Star Book of Xmas and gift Blocks. 280 different illustrations. The edition is being rapidly exhausted. Send your letter-heading and 1/- to-day and get a copy.

STAR ILLUSTRATION WORKS, Carlisle St., London, W.1.



YOU CAN'T AFFORD

NOT TO TRY
Lilywhite Photo Methods to influence orders.

Free and Welcome details-

LILYWHITE LTD. TRIANGLE, HALIFAX.

#### **MORISON HOARDINGS**

The most Dominant positions in a busy Industrial Area

Write for information to

#### **MORISON'S**

ADVERTISING AGENCY(HULL)LT.º

BILLPOSTING DEPT.

ALBIONST.

HULL

#### We Hear-

THAT certain photographs advertising cigarettes, which have appeared this week, have caused considerable amusement,

THAT the explanation of them will appear in next month's "Advertising Display."

THAT in allotting the shares of Illustrated Newspapers this week, it was found necessary to reduce all applications from the general public for more than 500 shares.

THAT Mr. J. E. Maiden and Mr. C. E. Maiden have resigned their positions with Maiden-Ostick, Limited, and that the joint managing-directorship held by Mr. C. E. Maiden has been transferred to Mr. Arnold James, of Southport.

THAT a new English edition of the Rudolf Mosse-code has been issued, and that it comprises two general sections, the first for coding telegrams and the second for decoding, and

THAT the code has been compiled on the system of five-letter words.

THAT coasiderable interest was aroused by the exhibition of Empire posters at the Royal Academy on Tuesday, and-

THAT this is the first time Burlington House has been used for an exhibition of the poster artist's work.

THAT the members of Publicity Clubs throughout the country are enthusiastic concerning the Clubs' Executives Session to be held in Birmingham, and-

THAT although only executives will be allowed to take part in the discussion many ordinary members have made known their intention to attend and pick up some useful information.

THAT the football section of the London Press Exchange Sports Club are willing to give any agency a game on their ground at Gunnersbury Park, and that secretaries should get into touch with W. L. Nixon, hon. secretary, at 108, St. Martin's Lane, W.C. 2.

THAT the Window Display Advertising Association, a department of the International Advertising Association, at its recent convention in New York presented a printed report of more than forty pages, representing a year's work by the Research Committee, entitled "The Retailer's Viewpoint in Window Display Advertising,"

THAT the Directors of Allied Newspapers, Ltd., have declared an interim dividend of 5 per cent., the same as a year ago.

eas in your campaign It sells in the home



Philip Emanuel, Advertisement Director, ODHAMS PRESS LTD., Long Acre, W.C.2

#### The Answer:

Since we first asked this question, many interesting letters on the subject have been received, and a number have been published. The following is a summary of these:-

No. 1. Messrs, Tetmal Ltd. Over 19,000 replies from all parts of the country and overseas. ("JOHN BULL'S" Front Cover.)

No. 2. The Palmolive Co., Ltd. More than 10,000 direct applications. ("JOHN BULL'S" Front Cover.)

No. 3. Messrs, S. A. Barry & Co., Ltd., Tailors. A half-page every week inside "JOHN BULL" for seven years.

No. 4. Messrs. Chapman's (Livestock), and Messrs. Charles Jones & Son (Floor Covering), contend that "JOHN BULL'S" two-inch Bargain Squares are "the most valuable advertising spaces."

No. 5. Messrs, A. C. Fincken & Co. ("Force" and "Fels-Naptha" Soap). Half single-columns in "JOHN BULL" have proved less "expensive than any other medium."

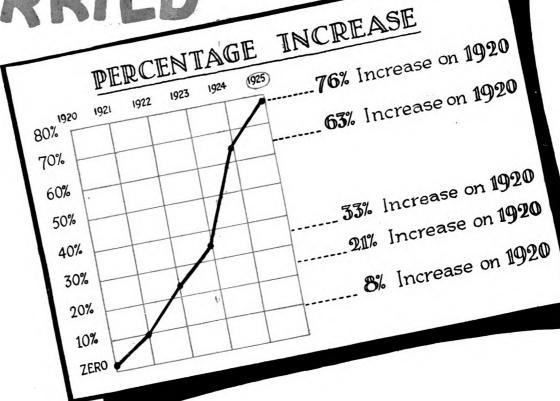
No. 6. Messrs. Wolfson's Warehouse have had the same five-line Advertisement in "JOHN BULL" for five years, and "have practically built up their business on it." ("JOHN BULL'S" Miscellaneous.)

If you have not received the above, copies will be forwarded on request.

LATEST CERTIFIED NET SALE (25TH SEPT., 1926) - - 1,074,379









HE big regular increase in the volume of business carried by THE RELIABLE FOUR has come directly through a better recognition on the part of advertisers and agents of the influence which

these four popular weeklies exercise in the homes of Great Britain and Ireland. One or other of these four papers is bought by one in every twenty-five women throughout the land. It is almost impossible to enter a home in any great industrial centre where one of the four does not enter every week. There is no better time for the keen advertiser to test these four old-established weeklies than during the winter months. Send an order NOW and learn why so many advertisers refer to the RELIABLE FOUR as the PROFITABLE FOUR. Make a note to include them in your early 1927 campaigns.

SPECIAL
COMBINED RATE
£165 Per Page
or £8 Per Inch
for the FOUR PAPERS.

WOMAN'S WORLD HOME COMPANION FAMILY JOURNAL PICTORIAL MAGAZINI

COMBINED NET SALES for the SIX MONTHS Jan. 1st to June 30th, 1926 (covering the Gener Strike Period) were 688,452 Copies Week

NOW WELL OVER

700,000 COPIES WEEKLY

The Reliable Four

OLDHAM
CHRONICLE
EVENING & WEEKLY
ADVERTISE
IN INDUSTRIAL
OLDHAM.

OLDHAM CHRONICLE EVENING & WEEKLY THE NET SALE PAPERS OF OLDHAM & DISTRICT.

Vol. 52

FRIDAY, NOVEMBER 12, 1926

No. 701

### The Club Executives' Session

Plans for Saturday's Gathering in Birmingham—General Discussion of Club Work—Many Delegates

NTHUSIASTIC Club men and women from all over the kingdom are travelling many miles this week-end in order to attend the Club Executives' Session at Birmingham. It will only be a one-day business gathering, and this is the first time in the history of advertising that a gathering of this size has been brought together from such widely scattered points for so brief a session.

The club movement is spreading so powerfully, however; there is so much need for executives everywhere to know what is being done elsewhere, what are the practical experiences in other centres, what further moves can be made to strengthen the links that hold the movement together, that there has been a ready response to the invitation of the Publicity Club of Birmingham to foregather with them this week-end in order that the opportunity for discussion that was taken away at Blackpool may be again offered for an interchange of knowledge and opinions.

The Birmingham Club have made every effort, in conjunction with the Club Development Committee of the Advertising Association, to ensure a useful and fruitful meeting, and the support that has been received from the other clubs makes it practically certain that there will be an attendance of half a hundred delegates, each keenly interested in the actual working of a Publicity Club. As an instance of this keenness, it may be mentioned



Mr. A. Mckenzie



Mr. Roy Hardy

#### WELCOME.

The Publicity Club of Birmingham offers the delegates to the Club Executives' Session to be held in Birmingham on Saturday, November 13, the warmest possible welcome and assures them it greatly appreciates the honour of their visit.

It hopes the time spent in conference and social intercourse will prove of lasting good and leave behind most pleasant memories.

May the Club spirit and movement be tremendously strengthened as a result.

WALTER HENMAN, Chairman, Publicity Club of Birmingham.

that Ulster is sending half a dozen delegates, who will spend more time in travelling to and from Birmingham than they will in the Session, but to whom the practical benefits of such a gathering offer an attraction that outweighs all the discomforts incidental to the undertaking.

So far as is known at the time of writing, all the Clubs affiliated to the Advertising Association with one exception will be represented at the Session.

The outline programme of the day's proceedings on Saturday appeared in the last issue of the Weekly. It was there made clear that the main work of the Session will be the presentation for the consideration of the delegates of the points of view of various clubs on different aspects of club organisation and work. In addition to this, how-

ever, two general aspects of Club work will be debated at greater length, Mr. Frederick E. Cook, of Leeds, opening a discussion on the Publicity Club and the Municipality and Mr. W. H. Harford, from London, dealing with how to get the right young man into advertising.

A new point in connection with the Session is that there will be half an hour given up to open discussion on matters of general interest particularly affecting club co-operation and the Advertising Association.

The delegates will all meet at the Queen's Hotel, Birmingham, for the luncheon at 1 o'clock which opens the proceedings. At this lunch Mr. Gilbert C. Vyle, President of the Publicity Club of Birmingham, will voice Birmingham's welcome to the delegates. The Chairman of the luncheon, Mr. Alex. McKenzie, President of the Publicity Club of Glasgow, will propose the toast of "The Advertising Association," to which Mr. Andrew Milne will reply. Mr. J. Scott of the Birmingham Rotary Club will support Mr. Vyle.

The Session itself will be held at the Queen's Hotel, and will begin at 2.30 p.m., with Lt.-Col. H. C. Millican (Newcastle-on-Tyne) in the chair. During the Session those ladies attending the gathering who are not official delegates will be entertained at a matinee at a Birmingham theatre.

The Session will occupy the whole of the afternoon.

(Continued on next page)





Mr. Gilbert Vyle

Mr. W. Henman





#### Advertising Exhibitions at Oslo and Amsterdam

THERE are unmistakable signs that the Continent is earnestly endeavouring to improve advertising science while drawing the attention of the national industry to its economic use.

The Advertiser's Weekly has on many occasions underlined the significance of certain events, among which the German Advertising Week and the Brussels Advertising Exhibition are the most recent.

News has been received of two exhibitions, one held in Amsterdam, the other in Oslo, while a National Swiss Week is in preparation.

### TRAVEL PLANS FOR CLUB EXECUTIVES—(cont. from previous page)

There will be a dinner in the evening over which Mr. Victor Salter (Ulster) will preside. There will be only one toast, "The Publicity Club of Birmingham," which will be proposed by the Chairman. Mr. Walter Henman, Chairman of the Birmingham Club, will reply. A dance will follow the dinner.

#### To Stratford-on-Avon

On Sunday delegates will be the guests of the Publicity Club of Birmingham, and will assemble at 9.45 at the Queen's Hotel for a motor-car run to Stratford-on-Avon, where they will be conducted to places of interest and luncheon at the Shakespeare Hotel. After luncheon, a visit to Warwick will be made, taking glances at the show places there, and returning to the Queen's Hotel, Birmingham, by 5 p.m.

The London delegation will leave Euston on the 9 o'clock train, arriving at Birmingham at 11.10. They will leave Birmingham on Sunday evening by the 6.20 train, arriving at Euston at 8.35. The Publicity Club of London is sending eighteen delegates.

The Regent Club is sending four delegates, Nottingham eight, Ulster six, and Glasgow four. The Birmingham Club will, naturally, be represented in force.

The Oslo Advertising Exhibition organised by the "Reklame-foreningen i Oslo" (Advertising Club of Oslo) was held from October 25-31, and a remarkable collection of all forms of advertising material was offered to the visitors. A number of lectures and visits were organised and proved a great success. Mr. Ernst Grafstrom, of Stockholm, gave a lecture on "Modern Advertising," and Mr. Kaare Heiberg (Engineer) on "Standardisation."

The exhibition held in Amsterdam was of a different character. The publishers of *De Reklame*, one of the foremost ad-

Left: The work of Dillo at the Amsterdam Exhibition. Right: A view of the galleries at Oslo

vertising papers on the Continent, published in Rotterdam, organised on behalf of four Dutch commercial artists at the Heystee Building in Amsterdam, an exhibition of roughs and as yet unpublished advertisements.

Messrs. Daan de Vries (Vierhouten), Job Denijs (of the Hague), H. Dillo (of Amsterdam) and Machiel Wilmink (of Rotterdam) were the four artists whose works were exhibited. The Press supported the venture. In fact the Dutch papers are always anxious to help any movement for improved advertising.

The sales were most satisfactory as there were among the 800 visitors some of the most important manufacturers.

#### LAST CALL!

- —YOU want YOUR business or paper to have its own separate entry in the 1927 ADVERTISER'S ANNUAL, don't you?
- —There's no charge to you, of course—it's part of the Editorial contents.
- --- But if you have not already returned the Questionnaire Form we sent you, you will be left out unless you fill up our Form within the next seven days.
- —If you have our Form about somewhere, please stop NOW, fill in the required information, and post it back to us. If our Questionnaire is not at hand, or if it has not reached you, we will send you one by return if you will fill up the coupon below.

----FILL IN AND POST THIS COUPON NOW -----

To the Editor, Advertiser's Annual and Convention Year Book, 66/67, Shoe Lane, London, E.C. 4.

Please send me a Questionnaire Form so that I may supply details of my business for inclusion, without charge, in the Editorial Section of the 1927 ADVERTISER'S ANNUAL.

Also instruct your publisher to send me a copy of the 1927 ADVER-TISER'S ANNUAL post free immediately on publication; and invoice me when it is despatched, at the special reduced pre-publication price of 15/- net.

| Name                   |  |
|------------------------|--|
|                        |  |
| My Business Address is |  |
| 4                      |  |
|                        |  |

DAMBUK DA (DAMBUK) UPAK BAMPUKAN PADU ABUKAN MPUKAN BAKAN PARANCAN PARANCAN

## Gaining Confidence for a New Currency

How German Banks Helped to Restore National Finances—Why Direct Mail was Used

By Fernand A. Marteau

T is almost impossible to imagine the reaction which must have been caused in the mind of the "man in the street" by the German financial bankruptcy. Some saw their life savings dwindling down, day by day, to vanish altogether; others, for no reason apparent to the untrained financial mind, their capital shrink to nothing.

The crisis was unprecedented in its magnitude. The "assignats" of the French Revolution, which became valueless after eight years of existence, the Denekin and Karenski roubles of ephemeral purchase power, were mere trifles compared to the position of a nation as industrious as Germany,

Mitteldeutschen Creditbank
Bertin (2, Burgstraße 24
und deren Depositenkassen in allen Stadtiellen

Der Grundstock Deines neuen Vermögens —

1 9 2 4

Front cover of the circular issued

faced with the daily debasement of its national means of purchase.

The policy of living from hand to mouth had become (as was only too natural under the circumstances) the general rule, much being wasted, some "invested" in furniture, dresses and especially jewellery, none being banked.

No branch of commerce had ever a more difficult proposition to sell to the general public than the German banks on the aftermath of the country's financial downfall.

Big traders and industrialists, who had been forced to puzzle out for themselves the intricacies of the situation, realised pretty quickly that the introduction of the Rentenmark

was the beginning of a stable order of things, and once again allowed the banking institutions to perform their normal function.

But what of the small trader and private individual? What of the millions who had lost their small, but, for them, all-important capital or life savings?

They fought shy. As a result, German banks were greatly hampered in their reorganisation.

It was essential, however, if finance were once again to be sound, to bring the small and medium investor into the right frame of mind, and the Mitteldeutsche Creditbank was one of those who turned to advertising to help them.

Of all the media which were carefully examined, direct mail was chosen for a number of reasons, of which, according to one of the directors of the bank, the following were the principal.

#### Difficulties of Using Press

The Press was considered too expensive, while difficulties might have resulted from the fact that the political opinions of the papers used might endanger the prospects among the followers of rival parties. Posters could not be relied upon to tell the story completely. At their best, they could only "underline" the campaign. Then there are so many restrictions on poster publicity in Germany, that the medium had to be rejected.

With direct mail, the board of directors decided, they were their own master of the circulation, they evaded all political prejudice, and, furthermore, could tell the whole story.

During February and March, 1925, some 50,000 carefully selected prospects, in the 16 chief German cities, where the Mitteldeutsche Creditbank had branches, received an exceedingly well-reasoned circular. Each branch had been asked to prepare its own mailing list, and to deal with the addressing of the circular for its own district. In this manner, very often the name of the principals of firms known to the branches were written on the wrapper ensuring that the circular would get into the right hands.

The format of the circular was that of the small size newspapers, rather popular in Germany. The first page showed a mark piece of about 11 inches diameter and the headline drew attention to the fact that the new money meant new possibilities "not if kept in your pocket, but entrusted to your bank."

Copy and illustration endeavoured to show the necessity of banking the stagnation which results from



An inside page of the direct mail literature

withdrawing the money out of its right arteries which should lead it to the heart of the financial life—the bank.

The whole four pages were wonderfully adapted to the mentality of the public for whom it was intended, leaving aside carefully all financial jargon

"It is, of course, difficult, if not impossible, to give an exact idea of the results obtained," A director told me. "I can, however, state with absolute confidence that the Mks.2,000 campaign was our principal means to re-establish ourselves, and that we found the results far beyond our expectations.

"We convinced some straight away, others were brought to think the matter over and study the position of the bank more sympathetically, while the renewed confidence among these two groups greatly influenced and ultimately convinced the waver-

ing public.

"The immediate results were most gratifying, but it did not rest at that, and even to-day, some 20 months after the campaign, very often new accounts can be traced to the circular we issued."

#### Borders for Advertisements

By Eric N. Simons

VERY day, as I scan the different and multifarious advertisements that fill our daily papers and magazines, I am struck by the incongruousness and inutility of some of the borders that frame them.

First of all, what is the border for? The answer is: To enclose a message. That, and nothing more. The message is what matters, as the picture is what matters and not the frame. In designing borders, this first principle must be kept well in mind. border that draws the eye away from the advertisement and towards itself is not fulfilling its purpose, and is robbing the advertisement of effectiveness. Therefore, the heavy black borders adopted by inexperienced advertisers are an abomination, an example of inefficiency. But my complaint is not against inexperience so much as against experience that allows itself to go astray. No good commercial artist needs, surely, to be told when a border blends incorrect None needs instruction elements. in the art of drawing accurately and gracefully. Yet too often the expert, the ornamental designer, who, if left to himself, would produce a border that would have actual selling value, allows himself to be coerced into slavishly following the instructions of some inexperienced advertiser, and creates a design that he knows to be wholly unsound from the point of view of both art and salesmanship.

#### Artist's trouble

In arguing this point, the answer one usually meets is that the artist has to work to the rough or complete lay-out supplied to him, and is not This allowed to have his own way. is all very well. But the artist, if he is really expert at his work, and takes a pride in his creations, will insist on being consulted before the job reaches the lay-out stage. The advertising man is too prone to think that the idea of an advertisement or series of advertisements is all that matters. He should not attempt to get the customer's approval of a layout in the making of which the artist has not been consulted. This may be a counsel of perfection, but all who have the cause of advertising at heart will strive to adopt it.

The border artist is as much entitled to direct contact with the conditions of the problem he has to help in solving as the literary artist. If he is taken into consultation from the beginning, the result will be a border or series of borders that aptly expresses what the advertisement seeks to convey. A few examples are reproduced on this page. The right border can give tone, prestige, dignity, even actual selling power, to an advertisement.

It may be as well to run over a few of the errors commonly found in borders.

- 1. Border too strong, leading the eye towards it, rather than towards the message.
- 2. Border too wide, monopolising more space than it deserves, considering its mission as a frame.
- 3. Border too flowery and ornate, especially when the goods mentioned in the advertisement are of a plain and simple character. (Example: A tool steel advertisement enclosed in a border of floral wreaths).
- 4. Border composed of inharmonious elements. (Example: A Greek key pattern blended with a design of Tudor roses.)
- 5. Border superfluous. (Example: When the design and character of the advertisement, are bold and strong enough to do without it.)
- 6. Border meaningless, as when a design is adopted that has no relation to the goods or the services advertised, though it may not actually clash with them. (Example: A border composed of Swastika signs framing an advertisement of jam.)

The main requirement of a border is, as has already been said, that it shall enclose the advertisement inconspicuously, yet in such a way as to lend strength and dignity to its display.

But the work of the border need not end here. Without becoming any more assertive, it can increase its

harmony with the goods advertised, can even strengthen the message the announcement seeks to convey. For instance, an old-furniture dealer published a series of advertisements, each of which had a different border. The first advertised Tudor furniture, and was bordered by a design of Tudor roses. The second advertised Jacobean furniture, and had a design of Jacobean spirals. And so on, for each type of furniture. A pottery merchant advertised different forms of pottery by uniting the characteristic marks of each particular quality in the border design. Thus, one announce-ment had the Crown Derby mark woven into a design. Another took the Wedgwood mark, and treated it in the same way. A third took the Spode, or Sèvres, or whatever it might be. In this way, each of the series had a characteristic appearance and had both meaning and atmosphere.

#### The Margin

Another point too often overlooked in employing borders is the margin of white space between them and the text or illustrations. Nothing is uglier than to see type running close up to the edge of a border, without a decent margin of white space.

It is equally injudicious to run illustrations right up against the edge of the border, for similar reasons. On the other hand, a border is sometimes most effective when broken. To interrupt its continuity by breaking it with a corner of a block, or with a caption, is to draw the reader's eye inevitably towards the block or caption that cause the interruption. it must be remembered that this breaking must not be wanton. It should be intentional, and should draw the eye in a particular desired direction,



Some examples of interesting and effective borders in hardware advertisements

#### A.A. EXHIBITION COMMITTEE

Sir L. Weaver to Head Next Year's Executive.

#### NEW HEADQUARTERS

HE arrangements for the Advertising Exhibition of 1927, for which the Advertising Association has made itself responsible, are advancing steadily.

The Executive Committee of the Association has appointed a provisional Exhibition Committee under the chairmanship of Sir Lawrence Weaver, who brings to the movement the great advantage of his experience at Wembley. Mr. J. Akerman will be Vice-Chairman. The provisional Exhibition Committee has power to add to its number, and to appoint an Executive Exhibition Committee. It is of course intended that the 1927 Convention shall coincide with, and be held within, the walls of the Exhibition, and a provisional Convention Committee, with its executive, is being formed on the same lines as the committees appointed for the exhibition itself.

#### Vigilance Work

Other sub-committees of the Advertising Association Executive are in course of formation. The National Vigilance Committee, whose work has been carried on provisionally by Mrs. Wood, has been partially formed, and the following members appointed, with power to add to their number, and to act ad interim:—

Mrs. Wood (chairman), Messrs. F. W. Goodenough, Horace Imber, Charles Pascall, S. H. Perren, Moore Hogarth

This nucleus will at once take on the functions of the old committee. Mr. Thomas Russell was appointed liaison officer of the Executive Committee in its relations with the Press.

Spacious offices have been secured for the Association on the ground floor of Bush House, and the provisional Exhibition Committee will use them as its headquarters forthwith. The next meeting of the Association Executive, which is fixed for November 23, will be held in the Bush House offices.

#### C.O.D. Extension Wanted

A deputation from the Imperial Cash on Delivery Association was received at the General Post Office last Friday by General Williamson on behalf of the Postmaster - General. The deputation, which was introduced by the Earl of Denbigh, asked for an extension of the existing cash-on-delivery facilities to cover letter post, and also that fees should be reduced, both of which points General Williamson assured them would receive sympathetic consideration. The deputation was assured that half a million postal packets had been conveyed C.O.D. by the Post Office since the introduction of the system. There was no possibility of C.O.D. being withdrawn.



Two Poppy Day spaces, the one on the left placed by Advertising and Publicity, Ltd., the other by Blackford & Co., Ltd., in the Bristol papers

#### POSTMARK SCHEME ABANDONED

#### Official Statement of the Reason

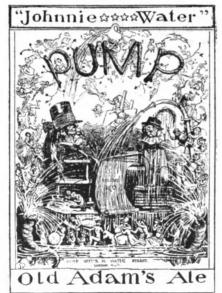
THE postmark advertisement scheme has been dropped. No Government plan in recent years has produced such a storm of criticism, and the Advertiser's Weekly was able to state a fortnight ago that, if a way could be found to save their face, the Government would abandon the scheme at once.

The Postmaster-General in the House on Tuesday backed up this opinion by stating that, since the revenue to be derived from the scheme would be quite small, it had been decided to drop it altogether; and this in spite of the previous announcement that "large contracts had already been entered into" and would be put into operation immediately the organisation was ready.

organisation was ready.
Mr. H. T. Humphries, secretary of the
Incorporated Society of British Advertisers, interviewed by the ADVERTISER'S

(Continued at foot of next column)

Life



A Vision of Non-Alcoholic Punch

t of Honord Weart, the Decision to close the columns to adventioned

to those one of the Column decision.

An American view of the "Punch" decision to exclude liquor advertisements, reproduced from "Life"

#### ADVERTISERS AND POPPY DAY

National Reminder Help from 132 Donors

#### BRILLIANT COPY

THE papers on Thursday contained many advertisements in which space was given to Poppy Day reminders. The quality of the copy was even higher than last year, and one of the most interesting was the whole page given by the Daily Telegraph. Every advertiser in the Star of Wednesday included the phrase "Wear a Flanders Poppy tomorrow" in his lay-out.

Last week we gave a long list of advertisers, agents and newspapers who had promised space for the British Legion stereos or for larger reminders. The following are additional firms and papers who lent their aid to the British Legion's Armistice Day effort:

Armstrong-Siddeley Ironmongers' Weekly.
Motors. De Reske Cigs.
Kensitas Cigarettes. Brand & Co. (MayVinolia Soap. fair).

Samson Clark & Co., Brandes, Ltd.
Ltd. Sunbeam.
Veerasawmy'sIndian T. Wallis & Co.
Restaurant. Lewis's. Ltd.

Restaurant. Lewis's, Ltd.
Goddard Watts, Ltd. Popular Gardening.
W. A. & A. C. T. P.'s and Cassell's
Churchman. Weekly.

and St. Ivel's. Advertising Publicity, Ltd. Sandeman Port. Daily Telegraph. Jay's, Bristol. East Africa. Caleys. Waring & Gillow. Walpole Bros. The Crier. Cavanders, Ltd. Henley's Wireless. Guest, Keen & Wander, Ltd. & Peto & Radford. Ferodo, Ltd. Nettlefold.

The list cannot be a complete one, owing to the fact that in many instances agents promised space without mentioning how many clients were concerned in their offer.

Weekly on Wednesday morning, said that the Government had done the only thing possible, for the scheme was an uneconomic one from the beginning. Everyone who was interested in the bettering of advertising would welcome its abandonment.

He suggested that the Government, in order to replace the revenue lost by dropping the scheme, should seriously consider the selective distribution adopted in other countries, by which one could send, say, 5,000 circulars to a divisional post office and the post office would deliver them to selected lists of prospects. An agricultural machinery manufacturer, for instance, could send circulars to the post office in a farming district, and they would be delivered to all the farmers in the neighbourhood.

Mr. Stanley Talbot, general secretary of the Incorporated Sales Managers Association, said that the failure of the scheme had been a foregone conclusion, for very few advertisers were in favour of it.

"It is rather silly the way the Postmaster-General has climbed down, because he has not told us his real reasons. It would be interesting to know how far he was influenced by legal opinion. We have been pointing out all the time that the scheme was quite illegal.

"The Postmaster-General has seen

"The Postmaster-General has seen light at last: let us congratulate him on that!"

#### Community Advertising

Activities in Corporation and National Schemes—All Parts of the Country at Work

The steady growth of community advertising is well exemplified by this series of items of information, all of which came to hand during the last few days.

#### To Advertise Australia

A novel scheme for advertising Australia, which is open to adaptation by manufacturers and others, has been formulated by Senator D. Andrew, of Bendigo, to be put into operation during the visit to Australia of the Empire Parliamentary delegates. The idea is that Australian children should write letters, which will be handed by Senator Andrew to the different delegates and taken by the latter back to their respective countries for distribution among the children there. In this way Senator Andrew hopes to establish communication between the children of Australia and those of Great Britain, Canada, the Irish Free State, New Zealand, Newfoundland, and South Africa.

#### Building Societies, Advertise!

Addressing the annual conference of the South-Western branch of the Association of Building Societies at Exeter recently, Alderman A. E. Rugg advocated judicious advertising by building societies as the best possible means of letting people know what they stood for. He said that some of the societies could increase their advertising with advantage.

#### Brixham to Raise Funds

Brixham's Chamber of Trade, meeting on Friday, considered publicity schemes for advertising the town as a summer health resort and decided to organise special efforts for the purpose of raising the necessary funds.

#### A Campaign for Sussex

The inaugural conference in connection with the Sussex county advertising

scheme will take place at the Brighton Pavilion on November 24. The conference is being convened by the "Men of Sussex" with the object of instituting an advertising campaign "which shall make this beautiful and historic county known throughout the world."

#### Oulton Breaks Away

At a meeting of Oulton tradesmen last week, protest was made against the fact that, since Oulton Broad was amalgamated with Lowestoft, it had been neglected in regard to advertising. Oulton had not, moreover, been granted its fair share of money for attracting visitors. It was stated that each year £1,000 was granted to the Lowestoft Advertising Publicity, but the guide produced gave three lines only to Oulton Broad.

Mr. Ernest Cock, publicity manager of the United Automobile Services, Ltd.,

Mr. Ernest Cock, publicity manager of the United Automobile Services, Ltd., showed documents in which Oulton was favourably mentioned, and said that Oulton should join the Lowestoft Advertising Committee. He mentioned that the United were preparing a comprehensive guide shortly.

After some discussion, it was decided

After some discussion, it was decided to form an Advancement Association for Oulton.

#### Advertising Scheme for Bournemouth

A big publicity scheme to "tell the world" about Bournemouth was passed by the Town Council on Friday. The project, which includes the establishment of an information bureau, is being undertaken by the Corporation Publicity Committee and the Chamber of Trade. Traders will help to provide funds.

#### Hastings Publicity Results

The Hastings Borough Association states that the spring and summer cam-

paign was continued until the beginning of July, and the advertising produced upwards of four thousand direct replies, at an average cost of slightly under 2s. per reply. A total of £498 has been spent, and in addition, a sum of £200 is being retained for early advertising in 1927, with special reference to the opening of the new White Rock Pavilion.

#### Advertising Dewsbury

Mr. F. S. Diss, the newly appointed President of the Dewsbury Chamber of Trade, is making strenuous efforts to increase the attractions of the town as a shopping centre. A committee has been asked to make plans for the formation of a publicity club in the town, and the suggestion has been made that Dewsbury shopkeepers should follow the example of the Bradford traders and alter the local weekly half-day holiday to the same day to that which is observed in Leeds.

#### Sheffield Should Advertise

Writing on "Sheffield Art and Sheffield Ware" in the current issue of the Sheffield Chamber of Commerce Journal, Mr. Albert Law advocates the adoption of better methods of salesmanship. "The difficulties under which industry labours today," says Mr. Law, "call for a reconsideration of methods. Sheffield goods are still unsurpassed in quality, but it is necessary to keep the public and the retailers alike aware of the fact. Community advertising offers possibilities worth exploring. We should like to appeal to the leading members of the two chief industries concerned to get together and avail themselves of their opportunities."

#### Propaganda for Safety

An advertising campaign on behalf of the "safety habit" was among the prof posals for reducing the perils of the highways discussed last week at the Publi-Safety Congress, promoted by the Nationac Safety First Association. It was stated by Captain Moore that, to be effective, an educative campaign would have to be continuous, consistent, logical, and adapted to national characteristics.

# LET HIGHAM do your Advertising

Visit Sir Charles Higham and his Organisation IMPERIAL HOUSE, KINGSWAY, LONDON, W.C.2.

#### **ICCESSFUL ADVERTISING**

HE Mather & Crowther Agency is a complete self-contained advertising organisation h highly trained men in every department imbued with the one great aim of making ain that our clients advertising shall be e well. Long experience enables us to avoid waste of merely experimental work. By g at the start what extensive knowledge proved to be the right method, we are to carry out our client's advertising in my which means not only economy but ROWTHER LTD. vertising Kastner IDGE STREET. 2.4. easiest to Knit More Appreciated Than Ever Best'all the time Kastner PATONS DATONS Alloa **Knitting Wools** ATONS Alloa Knitting Wools Exceptions finds it room to indice the macroclosus in Fabor's Colorestal Staticing Book (new addition), price of By past 64.

#### Dots and Commas

By Wilfrid W. Tisbury

HERE is an art of punctuation which is not in the text-books. Just as a copywriter's English need not be literature, so his punctuation need not be academic.

Theoretically, punctuation-marks divide words into groups. In the practice of copywriting, they have a far more positive duty-they usurp the functions of words. For there is eloquence in a comma, and much meaning in a dash.

It is a maxim among copywriters that "compression is good for the whole," and the cunning use punctuation is one of the means by which the coveted brevity can be attained.

#### Their Job

Punctuation - marks in printed matter do just the same job as those devilish hieroglyphs above and below the stave in a musical score. They create expression. Anybody who reads words hears, in the "inner ear," the sound of those words; some to a greater extent than others. According as the punctuation modifies this mental sound, so does the sound modify the impression received.

Punctuation properly used, then, can create an impression which would otherwise need more words.

Let us take an example. In copy about a shaving-cream the following sentence occurs. "The skin is left smooth and refreshed." Alter it to read "The skin is left smooth, refreshed.'

Now what have you done? Far more than reducing the word "and" to the size of a comma. You have altered the mental pronunciation so as to suggest other good things done to the skin.

The first version indicates a drop in the voice on the word "refreshed;" it is flat and final. The altered phrase leaves the voice suspended in mid-air; it is vigorous, suggestive.

All punctuation-marks have a characteristic effect on the reader, quite apart from their theoretical purpose. For instance, the parenthesis has the effect of causing an involuntary softening of the voice. For this reason it is seldom useful in advertising.

There are occasions, however, when it is good. In a folder issued recently the following words are used. "Many of the pearls (but none of the pebbles) are produced at the Chaseton Press. Here the low-toned interpolation implies that although it is a fact, it is hardly necessary to say so. The parenthesis replaces the words "of course."

#### The Sound Aspect

The tone of a piece of copy depends more on the punctuation than on the wording. The same words, with a few very minor alterations, can be made stirring insinuating, sonorous, smooth, blatant, snappy-or awkward; all by means of the omnipotent little marks.

Do you want a sharp, staccato effect?

Use full stops. No other marks. Just full stops. The sentences will sometimes be incomplete. It doesn't matter. A grammarian would jib at it. It doesn't matter. It's incisive. It has an edge. It's what you want. Use full stops.

You may be writing a persuasive effort to sell the joy of using a thing rather than the thing itself.

Do you know how to get that cajoling, coaxing tone? Can you persuade people to pay good money for something that isn't one of life's

essentials? Have you discovered how to stimulate the love of luxury? Use a series of questions, and then a statement. The question-marks clamour for an answer.

#### The Dash

Perhaps you have a rather obscure or novel point to drive home, and you want a forceful, cumulative series of blows.

You can do this by using the dash the mark that makes you read onthe eager, vigorous dash. It is impatient—it is lusty—it is resoundingit piles one argument on top of another until the reader is convinced.

The greater part of advertisement copy, however, aims at an even, flowing tone, quietly emphasising a well-reasoned argument.

It is here that the comma comes into its own, and with it the semicolon; only at rare intervals does the full stop become necessary. For the comma is the very essence of smoothness, of level tone; and the semi-colon has a habit all its own of halting the mind's eye while allowing free passage to the physical one.

In this style of copy it is important not to over-punctuate. The following, which was recorded by a well-known literary weekly as an example of good English, shows what a jerky effect can be produced by a plethora of commas.

It will even now, perhaps, appear to be, like the curate's egg, excellent in parts, but other parts will be read with wonder that better expression was not possible a year ago.'

One will also wonder whether better expression is not possible now. It would be terribly bad in an advertisement; but of course it isn't supposed to be advertisement copy merely correct English.

The exclamation-mark is a very overworked device. It has two objects in life. After a genuine interjection, it is quite right. To display the strength of a really strong point, it is (Continued on page 250)

## W 5 CRAWFOR ( ADVERT HIGH H NDON

with its

NET SALE

of nearly

4,000,000

COPIES WEEKLY

THE

## REWS OF WORLD

at three-fifths of a penny per inch per thousand is not only the cheapest, but also, because it reaches the mass of the people, the most effective advertising medium in the World.

Scale on Application to—

ADVT. DEPT., 6, BOUVERIE STREET, LONDON, E.C.4

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(Continued on page 250)

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Scale on Application to—

ADVT. DEPT., 6, BOUVERIE STREET, LONDON, E.C.4

To Gauge The Best Interests Of

OUR TASK.

The Greatest Number.

THE BRITISH BROADCASTING COMPANY

244

The Difficulty Of Pleasing Everybody.

AN UNSOLVED

PROBLEM.

Buy the Bigger

"STAR"

This Evening.



LONDON, MONDAY, NOVEMBER 15, 1926.

INDEPENDENT OF THE NEWSPAPER TRUSTS.

No. 12014

PAGES 0

ONE PENNY.

News in Pictures 2 Pages of To-night.

# OF NEWS TWO PAGES

FIRESIDE NEWS-PAPER.

What Does The Reader Look

ALL THE NEWS

And A Wide Margin of Entertainment. NO PAPER IS GOOD ENOUGH to escape criticism. "The Star" has more friends than critics, but the reproach is sometimes addressed to us that too much space is given up to advertisements.

suggested that the reader only gets the space that is left when all the advertisements which can be obtained have been inserted. This is a complete misapprehension. The proportion of advertisement space to reading matter has always been strictly defined and never exceeded. For every column of advertisements there have been two columns of news, special articles, or pictures, When the demand for advertising space exceeds this proportion it is the advertisements that With the ever growing popularity of " The are held out, and not the reading matter.

Star," however, and with the increating demand for advertisement space, it has become imperative to do something for both the reader and the

cramped. We advertiser.

" however,

Next Monday, November 15th, will appear

years at least. They have not succeeded in solving it. The newspaper and the broadcast program which will please all its subinvented, and will never be realised. The best we can do is to devote an anxious care to the scribers all the time has not been sible proportion of our matter largest possible proportion of our listeners and interest

ceeded in this endeavour is the growth—or decline—of its circulation. Applying this acid test to the case of In the case of a newspaper the only criterion of the de-gree to which it has suc-

BRIGHTER NEWSPAPERS FOR DARK EVENINGS.

"Star" Of The First Magnitude This Evening.

BIGGER & BETTER.

"Sorry; but what I want is smaller newspapers. The first paper to pack subscription."—Mr. George Bernard Shaw to "The Star."

R BERNARD SHAW begs the question, convenient to the reader than the old done. Newspapers have envisaged the same problem for a hundred to a same problem.

M. BERNARD SHAW begs the question, wants, but which is not what Mr. Bernard Shaw wants. But what the public wants. We agree that it is improbable that for its evening the public wants a big budget in finitely more which a rivulet of trivial information conven.

and

premises,

plant.

We

both.

ssued the first number of "The Star" on a cold January day in 1888, We have point on which we would venture to enter-tain a feeling of comparative satisfaction is our News Service. We believe that "The ated is editorial policy. We claim the same right that every other citizen possesses to say frankly "What We Think." The only like, but they seldom tell us. They know what they we hope that they will tell us frankly how in their opinion it compares with the old The only point on which we are opinion-Star" has always been a good newspaper, improved would call our readers into council. They dislike, but they are too forbearing We do not challenge cniticism, but we invite it. When our readers have sampled the Bigger and Better "Star" "Star" and how it can be made better still. selves are never satisfied. Like Dr. this practical reason Coué we aspire to be every day and know what they better and betfor believing our readers every satisfied. and pleased, ter. Greater value for readers and for advertisers.

Small scool spaces 55/- per inch.

Each Small scool spaces 55/- per inch.

Book your space while it is still a vailable.

Book your space In larger space ın and with those reasons we are still satisfied that he smaller page makes the better newspaper. When we first announced that "The Star" was to be "enlarged" we received sheaves of creasing the number of our pages, and we have not heard from a single reader, with that we were going back to the old size. We letters of protest from readers who supposed have not had a single protest against in-WIDER COLUMNS MORE PAGES MORE NEWS possible by lack of space. We shall one sense, by adopting the smaller pAGES of PICTURES, a thing never page and the larger number of pages. It before attempted by a London evening news. | did this because it believed that the folioone sense, by adopting the smaller years ago "The converted itself Star " into execution a scheme long conemplated, but hitherto rendered im-Finally, we shall be able to carry ments, they will not be allowed but, like the advertisemaintained, and imhave done so much to establish the popularity of "The Star-will be maintained, and imfeatures which to encroach upon news space. more news, for first and last it is news that the newspaper we shall have advertisements to reading matter will be rigidly main The strict proportion of make our reading matter more attractive in appear-ance and more readily rearranging the pages to more pages to the size of our paper, and we are for news. accessible to the reader. doubling the size of our plant. We are adding doubled the size of our number of pages.
It is not enough to
be Little and Good—
it is necessary to be.
Bigger and Better. "The Star" will be have

special

proved,

reader wants.

but room

tained, more sized newspaper is in many ways more

Shaw, who wants the contents of the exception of Mr. Bernard

that our readers, particu-in the long dark evenings From to-day, therefore, we enbetween the end of one Summer large "The Star," because we bebeginning than a representative reader. another, have more time distinguished exception the and lieve that larly ime

To the man in the train.-Take "The Star" home to your wife. For the best and latest City

news-A slogan for evening news-paper readers,—" Buy The Star as well!" News, read "The Star."

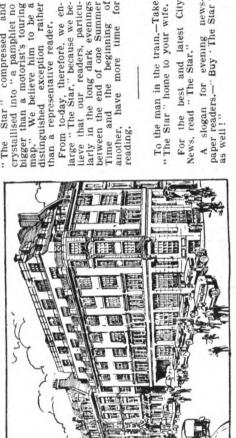
mechanical facilities we hope to make it much better. We believe that our news pictures have been good. In future they will be a more conspicuous feature of the paper, and "The Star" will be the first London evening newspaper to readers Two Whole Pages of continue to adorn our pages. Pictures. of rather and

compressed

Star "

tated by other newspapers but never yet equalled. Mr. Thomas will continue those Saturday articles which have made for him a world-wide reputation, and which we believe to come as near to pleasing every reader as any literary feature of any newspaper in any In lighter Mr. F. W. Thomas in those "Low and I" contributions which have been widely imi-We believe that in Low we have the best cartoonist of the day, and his cartoons will mood he will continue to collaborate with country.

can syndicating agencies humorous strips devised in the American language and for thers to invent an original daily strip picture which should be both **British** and **Best.**We believe that they have succeeded, American readers, "The Star" took its own line. It commissioned the Horrabin Bro-" Dot and Carrie " will, of course, continue When other newspapers were borrowing from the Ameritheir diverting experiences. they believe that



"Star" Building. nen

We believe that in this and in many other respects the enlarged "Star" will set the standard of evening newspaper quality and

everywhere. He sees everything. He hears everything. Within the bounds of discretion he shall print those more intimate episodes

of London life which diarists, from Pepys onwards, have been inclined to note down in cipher, and repeat only to their intimates.

In his "Diary", the "Star" Man shall

wider columns of larger type.

reader more of the lighter side of his daily experiences. He goes

the growing demand for News in Pictures.

This space devoted to illustrations will not be borrowed from any other section of the paper. They will be Extra Pages, and neither pains nor expense will be spared to make them the best response in London to The familiar appearance of the paper will be carefully preserved, but in place of the present five narrow columns to the page, we now present the news of the day in four which some readers have found irritating,

paper.

#### News Brief

Figures of Milk Campaign—Advertising Men's Changes— Publicity Increases Sale of Port

Joins Douglass & Co.

Mr. C. E. Maiden, who until recently was with Maiden-Ostick, Limited, as one of the joint governing directors, has now taken up an appointment as production manager with the service agency of Douglass & Co., Ltd., Liverpool.

#### \_\_\_\_\_ TALKED OF THIS WEEK



One half of a double-page spread which has appeared in all the wireless papers

Goes to Weldon's
Mr. E. Sothcott, late of Our Home and Lady's World, has joined the advertisement staff of Weldon's.

#### In the Public Eye

Advertising men take their full share in the public life of Liverpool. Mr. Herbert A. Lee, of the firm of Lee & Nightingale, has been appointed chairman of the Junior Reform Club of that city, the president of which is Mr. A. R. Rollings, of C. Vernon & Sons.

Billposting Changes

Mr. Joseph M. Beable, who was with the Borough Billposting Company for some years, has just joined the house of David Allen in an advisory capacity. He is still continuing the business of A.A. Sites, and to which he has now appointed Mr. H. St. John Ingram as manager.

Used Every 'Bus

That Messrs. Binns, Ltd., who have general stores at Sunderland, Middlesbrough, Darlington and West Hartlepool, used almost every passenger-carrying bus in the North of England to advertise their shopping week.

#### **Publicity Ball**

At a meeting held recently it was decided to run a Publicity Ball in Galway at or about Christmas. The purpose of this function is to enable all the traders and manufacturers in Connacht to advertise their houses at the ball by means of costumes for which prizes will be awarded.

#### A Happy Dance

Sell's Social and Sports Club spent a very happy time at Victory House, Leices-ter Square, last Friday. This was the second dance of the season, and the Guy Fawkes' night celebration went far to eclipse previous efforts. Mr. H. L. Russell made an efficient and happy M.C., the music was excellent and everybody enjoyed themselves to the full.

#### Advertising Sells Port

Consistent advertising by several firms has put up the sale of port by leaps and bounds since the war. Before long port will be as popular as whisky. This is the conclusion arrived at by Mr. William J. Todd, the authority on wines, in an article in Harper's Wine and Spirit Gazette. Mr. Todd advises port shippers to advertise still more, and adds the warning, "but quality must be kept up."

#### Bradford Civic Week

The City of Bradford Corporation have decided to hold a Civic Week in Bradford next year, and have approved a special sub-committee's proposal to invite the Chamber of Trade, the Chamber of Commerce and each Corporation department to send a representative and an official to a meeting in the next municipal year to go into details. It has also been proposed that, in connection with the Civic Week, a giant exhibition should be held similar to the one held in Bradford in 1904.

Nine Stages of the Nose

An exceedingly humorous drawing by Fougasse occupied a full single column of the Daily Express last Thursday. Nine types of nose were shown, showing that there might be differences of opinion about noses but that there cannot possibly be about Pyramid Handkerchiefs.

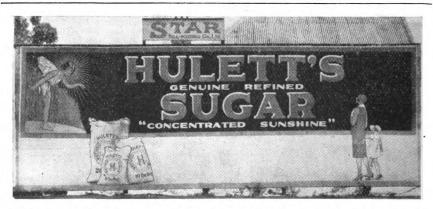
Using Municipal Elections

As soon as the results of the municipal elections were made known, W. H. Jackson & Co., the billposters of Grimsby, posted hand-written posters on several of their stations. These were worded: "Business Election: Vote for Jackson, the Advertising Man, and Secure Big Christmas Returns."

New Service Department B. Dellagana and Co., Ltd., have started a new Service Department in Farringdon Avenue, where a complete stock of all the latest type faces has been installed and arrangements have been made to store and index all customers' original blocks -a service that was impossible at the older premises.

Milk Campaign's Results

The reasons which have led to the withdrawal of the National Farmers' Union from the National Milk Publicity Council were explained on Monday by Lord Kenyon, the president of the latter organisation. The step the N.F.U. had taken was owing to the attitude of the distributive trade towards a statement made to the Food Council by Mr. Wilfred Buckley. This statement had reference to the giving of short measure by London milk roundsmen, but, in making his charges, Mr. Buckley was not acting as a representative of the National Milk Publicity Council. Dealing with the allegation that the Council's propaganda had not increased the consumption of milk Lord Kenyon soid the railway commilk, Lord Kenyon said the railway companies' figures showed that between 1923 and the present time the amount of milk brought by rail to the metropolitan area in a year had increased from 72,000,000 gallons to 105,000,000 gallons.



Largest Poster in South Africa: Designed by Sykes, Wood and Wills, Ltd., Durban, this 36-sheet poster is the biggest ever prin ed in the Union. It is in five colours and the effect is given of a passer-by looking at the wording

## The SUNDAY CHRONICLE

The Sunday Journal of the well-to-do

#### A HARVEST NOW

Through the "rainy days" and the sunshine, through the lean years and the prosperous, the SOWERS have continually scattered the seeds of goodwill and reader-confidence.

And now there's a plentiful harvest for advertisers in this most fertile field in England—the great tenmillion district around Manchester covered by the

## DAILY DISPATCH & EVENING CHRONICLE

TALLIS HOUSE, TALLIS STREET, LONDON, E.C.4.

And at WITHY GROVE, MANCHESTER.



#### DOTS AND COMMAS (continued from page 242)

also in place. But to bolster up the weakness of a feeble phrase it is futile. There is a certain type of periodical which makes a practice of putting an exclamation-mark after the title of every story or article, whatever it may be. The effect is far from impressive—it is often ludicrous. It thereby defeats its own object; in advertisement copy, even more so.

But apart from all these little trickeries for producing set tones, there is one great rule which governs the effective use of punctuation in advertisements. It is this.

#### Helping the Voice

Punctuate your copy not as it ought to be spoken, but as it actually would be spoken if the speaker used the tone you are aiming at.

There is a world of difference. Certain traditions of punctuation have come into being, and have been absorbed by most writers; they are Here is a simple instance. "Hullo, old boy." No man says that. He says "Hullo old boy." The insertion of the comma in such phrases is one of many stultifying conventions which should be jettisoned.

The rule of punctuating according to actual speech rules the colon right out of court, for nobody makes the peculiar pause which it denotes. Look through any dialogue in fiction, and see how few colons you will find. He is an ugly fellow, in any case, and better dead; for he usually precedes dull statistics or an equally dull quotation. If you come across him in your copy, knock off his top dot.

The golden rule of reproducing actual peech-tones sheds light on many of the mysteries of copywriting. It explains why phrases a little bit out of the ordinary should not be burdened with quotation-marks (because people who use such phrases speak them just as they would speak the most erudite words). It explains the effectiveness of the trick of hyphenating certain featured phrases (because a salesman actually would say "Furnishing Out-of-Income" if that were the main plank of his argument).

Read your copy out loud, giving each punctuation-mark its proper value. If your punctuation is correct, the tone of your little speech will be just what you wish it to be. If you have slipped up at all, the fault will become apparent.

It is worth taking trouble to get the

right tone into your copy. Don't underrate its value; for by its means you can guide the reader's train of thought, regulate his impressionseven mould his frame of mind.

It depends on punctuation. The man who conjures with words has dots and commas up his sleeve.

#### Where Advertising is Wasted

By Ernest Morison

WHILST it is generally admitted that some £75,000,000 to £100,000,000 is spent annually in the United Kingdom in advertising it would be interesting to find some way of ascertaining how much of this is wasted.

I have in mind at the moment some glaring instances of waste I have noticed during the last few months.

Take, for instance, the number of old, out-of-date shipping companies showcards there must be on exhibition all over the metropolitan suburban railway stations. These give ridiculously low rates for tours abroad and those who take this information as correct and up to date must be thoroughly disgusted when they come to learn the actual facts on application at the shipping or tourist agents' offices. They must feel ridiculous too when they receive the cynical set-back to their hopes. As it is said nothing kills quicker than ridicule, these would-be customers have no pleasant recollections of the firms who have misled them. In other words, the reaction on them may be injurious.

#### Dirt is Waste

Then again, take enamelled plates. Look how dirty thousands of these are spread over the whole country. In that condition they are so much wasted advertising. A very little expense and fore-sight on the part of the advertiser could easily turn this loss into profit.

Or again, the bad and almost unreadable lettering one sees on many windows. Banks and insurance companies are great sinners in this respect, especially where they have a dark background to dark lettering. What is the mentality of these people towards advertising, if we judge them by these actions? Is it that they regard this publicity as a necessary evil only?

When it comes to overseas advertising then we are in worse case still. Take the thousands upon thousands of catalogues which are annually wasted by being sent to all parts of the world in either English only or the wrong language of the particular country to be approached.

For instance, Spanish is often confused with Portuguese when in use in South America, whilst High Dutch is used in South Africa instead of Afrikaans.

Sending illustrated catalogues to far distant countries with the bald announcement "Prices on application" is sufficient to stifle any recipient's thirst for further knowledge.

Much entertainment advertising might also come under this heading, especially that appearing in the recognised theatrical columns in the newspapers. It seems to endeavour to give the least information possible, and to make its prospective visitors go to all the trouble of finding what it is all about.

There are of course innumerable other instances which might be quoted, but these will suffice for the moment.

#### BRIGHTER PROSPECTUS ADVERTISING

COMPLETELY new note has been A struck by two advertisements which have appeared, one in London and the other in Cape Town, announcing offers of stocks and shares.

A whole page in the Daily Express on Saturday was devoted to a bird's-eye view of the Selfridge store, and a sersonal signal latter for Man Contact Selfridge store, and a Selfridge store, and a selfridge store signal latter for Man Selfridge store signed letter from Mr. Gordon Selfridge. This told the public all about the foundation of the business, and the purchase of the first provincial store which has persuaded the firm to launch Selfridge Provincial Stores, Ltd. It was briefly stated that the public would shortly have a chance of "participating in a practical form in this extension of the Selfridge

The advertisement from Cape Town was the announcement of Cape Town Municipal Loan. It is the first time a South African municipality has shown its faith in advertising to the extent of placing a whole page in several publications. The copy struck a new note. It was headed with the Town's crest, under which were the words: "The Mother City of Copy Traymore 1990 in 1990 in 1990. City of Cape Town offers you £100 in 5 per cent. Local Registered Stock for £97 10s."

The South African Advertising Contractors, Ltd., placed the page in the Cape Times and other publications, while the same copy appeared in Dutch in De Burger. It was followed by a number of 10-inch three-column spaces.

Advertising for Motor Trade

Mr. J. Stanley Woodward, head of Woodwright's, in addition to lecturing on advertising and salesmanship in the course that the Institute of the Motor Trade is arranging for students in conjunction with the Polytechnic, is also speaking in the near future at Nottingham before the local branch of the

MEDIUM THAT ALWAYS BRINGS RESULTS FROM ULSTER.

#### HOLLAND'S GREATEST NEWSPAPERS

## EVER GROWING POPULARITY

proved by

#### LATEST NET SALE CERTIFICATES

The Dutch Audit Bureau of Circulations (Bureau voor Oplaagcontrole) gives the following figures at June 30th, 1926:

De Adegrans

106,669

Het Nieuws van den Dag

232,058

N.B.—The Bureau has been created and is controlled by a combination of Dutch advertisers, the objects being to stop fraud and to stimulate truth in advertising. To anyone interested I shall be glad to send a list of the biggest advertisers in Holland who are members of the Bureau.

I would also draw attention to the fact that the books of "De Telegraaf" and "De Courant-Het Nieuws van den Dag" are always open to the investigation of any bona fide advertiser or his agent.

Telephone:
RICHMOND 1399

7, King's Road, Richmond, S.W.

#### NOTES & NEWS

#### Newcastle-on-Tyne-Advertising Should Create Friendliness

"This Advertising" was the subject of an address given by Miss Violet Taylor to the members of the Advertising Club of Newcastle-on-Tyne and District last week.

Mr. Lorne C. Robson, the President. was in the chair.

Miss Taylor contended that overstatement in advertising was unproductive in the long run. What really succeeded was the advertisement that impressed itself on the subconscious mind, the quiet advertisement that figured on a useful article such as a calendar or blotter.

Some of the Government's advertisements, she thought, were senseless, and the worst form of annoyance was advertising on one's income-tax papers. She did not think one person in England would have the telephone put in because of the catch-phrase "Say it on the telephone." It might, indeed, cause one to have the telephone disconnected, she remarked humorously.

Above all, she added, advertising should create an atmosphere of friendliness in all advertisements, whether commercial or philanthropic. They should not take the other fellow for a fool, for he usually wasn't.

"Don't be overbearing and don't be a nuisance with your advertising," Miss Taylor exhorted.

#### Regent-" Grand Masked Revel" Arranged

The next social event will be a "Grand Masked Revel" on Friday, November 19, and this promises to beat all records for Regent dances. The ball will be kept rolling until 2 a.m. the next morning. Tickets will only be a trifle more than before (6s. single and 11s. 6d. double).

#### Publicity Club of London-Ouestions a New Advertiser Asks

Mr. Thomas Russell, at the Hotel Cecil on Monday evening, gave some interesting instances of questions that the newcomer to advertising asks his consultant or agent. He pointed out at once that the more questions an advertiser asked the better; usually the trouble was that they did not ask enough.

"How do I know advertising will pay me?" is one of the first questions. me?" is one of the first questions. The answer to that, of course, was that advertising was an investment. The trouble was that the novice expected advertising immediately to pay 100 per cent. on its cost. Advertising was a hateful necessity with most newcomers, and the first thing they did in difficult times was to cut down their publicity

#### WHAT'S ON

Regent.—Caxton Hall, 7.80 p.m., Vednesday, "Elements of Good Wednesday, "Elements Copy," Mr. Colin Edgell.

Friday, Grand Masked Revel. Women's Advertising Club of London, Trocadero, 7 p.m. Monday, Dinner. Speakers, Sir Herbert Morgan and Professor T. E. Gregory. Aldwych.—Tuesday, After Lunch Talk, "Hims—Ancient and

Modern," Mr. James Glover.

Glasgow.—Grosvenor Restaurant,
1 p.m. to-day (Friday), "Store
Advertising," Mr. James G. Rowan.
Dundee Business Club, Draffen's Restaurant, 6.45 p.m. Dinner, Speaker, Sir Wm. Arbuthnot Lane.

costs. Reduced advertising was a luxury dearly bought.

Two interesting statements made by Mr. Russell were, firstly, that a product or a business that will not sell without advertising will not sell with advertising; and secondly, that it should be possible to sell a product more cheaply with advertising than without advertising, otherwise the advertising is bad.

People sometimes asked whether advertising in the newspapers was not too ex-As a matter of fact, it was pensive. extraordinarily cheap when the number of appeals were considered. He had roughly figured that, if one wanted to appeal to 1,000,000 people, you could do it by Press advertisement for £800, whereas the cost of postage only on 1,000,000 folders or circulars was £2,080.

Another question often asked was "Isn't the copy too long?"

"The answer, of course, is," said Mr. Russell, "that some copy must be long. I have been reading a very accomplished article by Mr. Cecil Chisholm in the Advertiser's Weekly, in which he deals with mail order copy. He makes the interesting statement that in mail order copy no possible question must be left unanswered. It, therefore, stands to reason that such copy must be long. the other hand, there are certain products that will sell with copy containing only half a dozen words.

#### Regent-Hon. Assistant Secretary Appointed

Mr. E. W. Edmonds, of Messrs. D. J. Keymer & Co., Ltd., has been appointed honorary assistant secretary of the Regent Advertising Club.

The annual dinner of the Regent Advertising Club is fixed for Wednesday, December 8, and will take place again at the Grand Hotel, Northumberland Avenue.

Glasgow-Advertisers Speeding Up Evolution

A large and enthusiastic gathering of members of the Glasgow Publicity Club and their friends attended the luncheon meeting, on Friday last, to hear Mr. Rosslyn Mitchell, M.P.

Among the many fine things expressed during the address, he mentioned that they were all engaged in a definite and conscious effort to try to make things happen, and that was where they were different from ordinary folk. They were not gazers at the processes of evolution, but were conscious instruments in the acceleration of the processes, the members of the club being concerned in the evolution of material comforts very largely, and he in the processes of great social movements. Therefore, they had all to face the position of being interrupters. By their very work they were disturbers of the peace, and to be effective they must be iconoclasts.

He referred to the varying types they had to deal with, and said that in between was a great mass of common sense individuals. Unfortunately, these common lands of the mind had been very largely enclosed. Each newspaper had enclosed a portion of the territory, and if they desired to reach a certain section of the community they had to do it through the columns of that newspaper. The newspapers to-day were a combination of encyclopædia and bazaar, and if they wished to reach the public through either the encyclopædia, or the bazaar there seemed to him one condition present. They must believe in the value of the goods they had to sell, and they must believe in the truth of what they were telling the public about the goods.

Discussing propaganda methods, he said that when they used advertisements for propaganda they must not attempt to reach the public by the same means which they used to reach them for goods. The weakness of publicity for propaganda in the past had been that it had been too

long and too argumentative.

- Sir Harry Brittain on Inter-Empire Salesmanship

Sir Harry Brittain was the speaker at the dinner of the I.S.M.A. on Wednesday of last week, and took as his subject:

Inter-Empire Salesmanship." "First mention might be made," said Sir Harry, "of the old controversy of f.o.b. v. c.i.f. prices. Admittedly in certain trades this question may not be of great importance, but generally speaking, the practice of quoting prices f.o.b. Liverpool, London, or whatever the case may be, rather than c.i.f. port of delivery, has reacted and continues to react severely against United Kingdom exporters.

"Representation is a point of vital importance. The position of the agent is that of an ambassador for trade and his importance to the exporter can scarcely be overstated. Yet how frequently are agents appointed of whom, on the one hand, little is known and over whose

(Continued on page 254)

Telegrams: "Tractsfleet, London."

'Phone: Cent. 8428/9.



Write for full particulars to Mr. Charles Arnold, Advertisement Manager, "The Woman's Magazine," 4, Bouverie Street, London, E.C.4

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**NOTES** — (contd. from CLUB page 252)

actions too little supervision is exercised, or on the other hand, who receive too little support, practical and moral, from their principals? Even an efficient agent may be made more efficient by careful guidance and support.
"In another direction too, firms should

direct their agents. In nearly all the Empire countries a considerable amount of buying is transacted by public authorities. Where the exporter is dealing in goods of interest to those authorities, it would be well to instruct his agents to make contact and keep in touch with those authorities—to 'nurse' them, in

short.
"A still further point upon which the agent might be instructed, is the desirability of studying and reporting upon the advertising methods of the most successful competitors. It is an exceptional trade which is not open to benefit by advertisement, and the style of advertisement which best attracts the attention of the purchaser is worthy of consideration and

emulation.

"In selling goods a salesman has frequently to overcome an inherent and defensive instinct on the part of the potential buyer. Consequently, the least sign of bluffing on the part of the salesman has the effect of still further increasing the prospective buyer's suspicion and unwillingness to be tempted. representative must have ability to deal logically and effectively with every point of the argument which arises during the course of every attempt to make a sale, and an added driving force is the inspira-tion of patriotism. We must send out tion of patriotism. We must send out able men to study the markets and the manufacturers must believe the reports of those men and act on them."

## Ireland and Ulster-Dublin Visits Belfast

A delegation from the Publicity Club of Dublin paid a return visit to Belfast during the week as the guests of the Advertising Club of Ulster. They were first of all given a civic welcome by the Lord Mayor (Alderman Sir W. G. Turner), and at the subsequent luncheon, held in the Carlton, the chair was taken by Sir Robert Baird, president of the Ulster body. Others present included the Lord Mayor, the High Sheriff (Ald. O. Jamieson), Mr. Joseph Devlin, M.P., vice-president, Sir Crawford M'Cullagh, and Mr. Victor Salter, hon. secretary.

In proposing the toast of "The Publicity Club of Dublin," Mr. Devlin said he would rather that Sir Robert Baird had done so as Sir Robert was perhaps one of the best known and most representative citizens of the North. The object of the two clubs, North and South, was to bring about a common understanding amongst advertising men as well as to develop the highest and most noble principles of publicity art. No amount of advertising would bring about the sale of an inferior article, and no good article could find a ready market unless it were adver-

The toast, which was most cordially honoured, was responded to by Mr. N. F. O'Brien, whilst the health of the president of the Ulster Club was proposed by Mr. C. E. M'Connell. Sir Robert replied.

After lunch the party was taken to Messrs. Gallaher's huge tobacco factory, where they were initiated into the mysteries of tobacco and cigarette making by the advertising manager, Mr. Williams.

A run out to Hazlewood and then back for tea and songs at the Carlton concluded a most enjoyable re-union. Mr. W. Giles (Messrs. Thos. Cook & Son, Dublin), proposed a vote of thanks to the Ulster Club, of whose work, especially their educational work, they of the Dublin Club had always been envious.

Mr. Brian D. O'Kennedy, who seconded, stated that the difficulty he, as responsible for the delegation, foresaw, was in getting them back to Dublin. He shared the hope of Sir Robert Baird that it might be possible to make these interchanges of visits annual events—a suggestion which was warmly applauded.

### Regent-Members' Discussion Better Advertising

The Regent Advertising Club had its first Members Only meeting of the season on Wednesday of last week, when a discussion on "What Could be Better Advertised—How and Why?" was held.

Many interesting points were brought up by the opening speakers and these were keenly debated by others later.

The first speaker, Mr. S. T. Smith, who

gave examples, found fault with some of the advertisements in wireless trade papers, although he thought many of these were of a high standard. The point of view of the man who had to sell the goods was overlooked by the advertiser who, knowing all there was to know on the manufacturing side, simply emphasised that his goods were the best. The advertiser should give the retailer more informa-tion on what success the article had previously had, and how many had been

The retailer also wanted to know whether it would pay him to handle the article; what were the prices and discounts; was a public demand being created and would it be continued; how were the goods packed; was there a re-placement or money back guarantee given; would a liberal supply of show-cards and literature be distributed; would he be supplied through a wholesaler, an agent, or direct from the manufacturer?

Miss Audrey Burton remarked upon the little advertising put out by builders and estate agents. Whilst there were many different reasons as to why one house was better than another, small spaces only were taken and they were all used in the same way.

Mr. E. D. Vinson criticised the advertising of insurance companies, and was of the opinion that insurance should be sold through advertising in the national dailies and weeklies in the same way as other merchandise. At present insurance was sold by personal canvass and through solicitors, auctioneers and estate agents. The small spaces at present used in some of the newspapers were easily passed unnoticed by readers, and to any who were possibly interested there was not sufficient information upon the essential points.

Mr. W. Anderson concluded the opening speeches with a few remarks on the steel industry, which he thought should pay close attention to the question of advertising in view, particularly, of the amalgamation of foreign interests. At present it cost a British manufacturer twice as much to make a knife as it did abroad. All sections of the industry should combine together to find out exactly what goods are wanted overseas, and not send out the shipments upon the chance of their being sold. Advertising could be used to create a demand for British steel within our own Empire as well as abroad.

After these four speakers had given their views the meeting was thrown open for discussion.

### Leeds-Annual Dinner and Gala Night-Date Fixed

The annual dinner and gala night for the Publicity Club of Leeds has been provisionally fixed for Friday, January 14, and from what we have heard it promises to be a real night of revelry.

### Manchester-Mr. J. H. Dixon on increased Office Efficiency.

Mr. J. H. Dixon of the Dictaphone Company addressed the last meeting of the Manchester Publicity Club on the

"Not so very long ago," said Mr. Dixon, "the general tendency was to look down on the office as the place where only the mere routine of business was

carried on.
"It is to-day universally recognised that the office is the brains of the business, that it energises, directs and control

every other department.
"This change is very largely due to the growing complexity of modern business, because to-day it is realised that the best brains must be devoted to the disposal of the product and output of the factory and workshop. To this end an exact knowledge of markets must be available in the quickest and most handy form. These conditions have brought about an enormous raising of office standard, in men as well as in material.

"Having established a supremacy of office control in any business, the very natural question at once arises—'But

what of office equipment?'

"Broadly speaking there are two
methods or tools of supreme importance
to the executive—the telephone and the dictaphone.

(Continued on page 260).

## Advertise to the Workers in the rld's Pictorial New

The Paper that goes out of the beaten track



Liverpool and the Great North-West have an individuality of their own.

O great national paper can cater for it. Such a paper is, and has to be, essentially national in character and it is handicapped by being printed too far away to give the latest local news whether pictured or printed. The "Courier" as it is published in the normal centre of distribution for the area it serves, can and does give the news and the pictures of most interest to its readers and does so more quickly and completely than any other because of the geographical advantage it has in its own territory among its own people.

THE "LIVERPOOL DAILY COURIER" is Liverpool's Picture Paper, and it goes everywhere that Liverpool serves. It is the doorway to the trade of Liverpool and the Great North-West. The advertising department has the key.

Display flat rate 12/6 per inch.

Two-Colour Advertisements on Front and Back Pages.

> Daily Courier, Victoria Street, Liverpool.



Daily Courier, 187, Fleet Street, London, E.C.4.

## Publication Notes and News

London Office Change
The London office of the Edinburgh and Leith Observer is now at 151, Fleet Street, E.C.4.

Written by a Queen

Queen Marie of Rumania wrote an exceedingly interesting article in the Yorkshire Evening News on Thursday last. It was written at the suggestion of Mr. Sydney Walton.



Another method of overcoming lighting restrictions for advertisement signs. The Multiposter sign outside the Motor Show was illuminated by means of a plant and engines installed inside the sign structure, so that the sign generated its own electricity. One thousand separate lamps were used

Imperial Picture Paper

In a very human story, published in folder form, the Holford Bottomley Advertising Service, Ltd., suggest, among many other interesting things, that an imperial picture paper should be published in London or, failing that, imperial advertisements should appear regularly in existing journals.

Sunday Newspapers' Cricket

The dinner of the Sunday Newspapers' Cricket League will be held on Monday evening, November 22, at the Hotel Cecil. Mr. J. Elias will be in the chair. As last year, ladies are invited to the dinner, which will be followed by a dance. The People Cricket Club heads the list of teams for 1926, to which club the Astor Shield will be presented. The Sunday Pictorial C.C. (holders) are runners-up, and will receive the News of the World Cup.

Splendid Buick Folder

The Buick slogan might well be changed to "When Better Folders are Produced, Buick will Produce Them"! The folder issued for Buick cars by General Motors, Ltd., during the recent Motor Show was one of the best motor efforts yet. It was enclosed in a cover paper of medium weight and in a quiet grey tone. Thirtytwo pages on fine art paper showed beautiful colour photographs of the range of cars, while the text was printed in black on a background of buff.

## Newspaper Club Broadcasts

The Argus Athletic Club, the sports club of the Yorkshire Evening Argus, held a ball last week at both the Queen's and King's Halls, Bradford, for two nights. The music was broadcast by arrangement with the B.B.C. The organisation was in the hands of Mr. P. Tennant, Mr. H. Walshaw, Mr. F. O'Brien, Mr. G. Chubb, Mr. J. A. Scully and Mr. W. I. Noddle. Messages of congratulation have been pouring into the *Argus* offices from all over Yorkshire.

## Irish Census Figures

Mr. Charles E. Mander, advertisement manager of the Amalgamated Press, recently issued a booklet called "A Searchlight for Advertisers Who Sell to Women" giving consus authority that Women," giving census extracts that were of vast importance. He has just issued on behalf of the "Reliable Four" an addendum to this booklet, giving, in this instance, extracts from the census of population of the Irish Free State and Northern Ireland. The folder is of the same size as the previous booklet, so that it can be slipped inside. Another interesting folder just issued by Mr. Mander points out the striking fact that the "Reliable Four" carried 1,847 pages months ending during the twelve December 31, 1925.

## "The Fault, Dear Brutus ... "

In the words of the immortal bard, "The fault, dear Brutus, lies not in our stars." Mr. Simonis is bringing this truth up to date, for there will certainly be little with which to find fault in the new and enlarged Star which will make its bow to the public on Monday. The en-largement will allow for new features which will surely enhance the *Star's* popularity, and for better choice of advertising positions. The number of pages will be increased, while the measure will be four 21-inch columns instead of five 21-inch columns. A very useful little booklet has just been issued which gives details of the district circulation of the Star, as well as a list of articles which have been sold satisfactorily through its medium. It also gives full facts concerning size of page and column, block screen, type faces available and press hour.

**New Address** 

The new address of the Drapers' Chamber of Trade Journal is 104 and 105, Newgate Street, E.C.1, with telephone number, Central 8588.

Thinking in Curves

Morris and Groves have produced a very interesting booklet for the Provident Mutual Life Assurance Association. The copy was written by Mr. E. Herbert Morris, and it provides a thoughtful link-up between the Einstein theory of relativity and life assurance.

Clever Use of a Play
The Sheffield Daily Independent on Saturday produced a composite page headed "It Pays to Advertise." The text contained a review of the play of that name, which was being produced at a Sheffield theatre. The theatre took 6 inches double for their own copy, but the rest of advertisements on the page were from local traders who used the slogan to link up with their businesses.

FIFE OF A SERIES TO APPEAR HERE EVERY TUESDAY

J. KARTER AND COMPANY Manufacturing Furriers 72 GEORGE STREET

In Search of Novelty

NOT CONTENT with stay-at-home tests in laboratories and Fashion Salons, we organise periodical expeditions to the Poles and other periodical expeditions to the foles and other little-known quarters of the Globe in search of new and precious furs to delight our thousands of customers.

Most valuable furs come from the lands of perpetual snow, where you must be pre-pared to trek for hundreds of miles without meeting a single soul.

North of the land of the Northern Lights we alone have ventured—disguised as polar bears to avoid molestation . . . and strange



Unusual furrier "dvertisement—one of a series placed in the "Scotsman" by Spottiswoode, Ballantyne & Co.

**Acquires Two Journals** 

Miss E. I. Fitch has acquired proprietorial control of two old-established bi-weekly journals devoted to insurance and general finance, namely, the Insurance and Chronicle and the Insurance Spectator of London. The latter is now incorporated with the Citizen (founded in 1878). These papers were formerly controlled by the late Mr. L. M. Brousson, with whom Miss Fitch received her journalistic training.



## PLEASE NOTE

On and after November 15th

of

the Address



will be

## 16 ESSEX STREET STRAND, W.C.2

Don't forget our Next Big Number will be December 1st, "Christmas Presents."

Telephone - CENTRAL 7250

M. H. WADE, Advertisement Manager.

## Readers Letters From Our

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

Empire Marketing Board Campaign

SIR,—Anything from the pen of Mr. Thomas Russell must always be interesting. I do not claim to have any knowledge of the plan of campaign of the Empire Marketing Board, and perhaps Mr. Russell possesses privileged knowledge. In that case he has the advantage of me. The main burden of his arguments seems to be that the policy of the Empire Marketing Board is "weak" because it does not permit of early experiment. It would appear to me that "the policy" of the E.M.B. is so far what may be described as "a general background scheme" not directed to "excite patriotism," but to appeal to reason upon the basis of established economic facts about which the general public is lamentably ignorant. There is nothing to show that the E.M.B. will not follow such a policy if it is, as I have suggested, inspired by the several campaigns on behalf of the various industries as a whole upon a co-operative basis as, for example, is at present being done from its own resources by the Australian Dairy Produce Control Board for "Australian Butter."

Mr. Russell's further main point seems to be that the E.M.B. lacks experience in the particular problems involved. It would seem that the Imperial Economic Committee and the Empire Marketing Board, whose fields of inquiry have been very wide and over a considerable period, and whose members collectively possess eminence in every phase of trade, com-merce and advertising, are sufficiently capable without the calling in of a further "independent adviser." It is well known that the activities of many Government Commissions have ended in talk, and that nothing concrete has eventuated as the result of their deliberations. Those who are interested in cementing the Commonwealth of Nations known as the British Empire must find themselves highly gratified that such a measure of agreement has already been reached that the Committee and Board have now been able to reach a common platform for action.

Those who are experienced in "co-operative advertising" know quite well that the actual conduct of the campaign, within advertising agency practice, does not present any difficulties or proceedings varying much from that of the advertising of a single manufacturer's product; nor are their merchandising methods dis-tinctive from the accepted market procedure. It is quite true that the organising of the industry preparatory to the campaign, raising funds for the appropriation, keeping its various members and constituents—producer, wholesaler, dealer, etc.—"up to scratch," does require organisation and special handling in view of the variety of personalities and interests usually represented. This, in general terms, is the difficult problem presented by co-operative marketing and advertising schemes. But, as I under-

stand Mr. Russell, he is not stressing this aspect of the case; and if he were, it would appear to be unnecessary, for surely it was the necessity for sound consideration of trade organisation, especially in regard to produce, throughout the Empire, which in the beginning led to the inception of the Imperial Economic Committee and its handmaid-the E.M.B.

It would not seem, therefore, that the policy of the Empire Marketing Board will be to ask an advertising agency, as such, in this country to undertake organisation of the nature to which I have referred, and for which Mr. Russell appears really to be seeking, though probably there are agencies willing to do so, or in fact contributing presently to

I suggest, therefore, with due respect to Mr. Russell, that the proposition which he is postulating does not arise.

G. S. HUTCHISON,

Managing Director, The David Allen Advertising Agency, Ltd.

Commercial Codes

SIR,—In your issue of November 5, under the heading of "We Hear," you mentioned the new edition of the Rudolf Mosse Code, for which we are grateful. May we point out, however, that there is one other most important fact in connection with this English code in that it is published simultaneously also in Spanish and German. It is, therefore, possible for business men of these three nations to be in perfect communication with each other, although each knows only his own language and has the code of that language only.

For and on behalf of Rudolf Mosse, Ltd., H. ZAHN,

Director.

\*\*\*

## **ANNOUNCEMENT!**

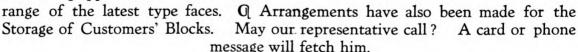
\*\*\*\* 

A number of our customers have asked us why we were not doing "Settings".

As the oldest and largest house in the Trade we feel it incumbent to march with the times and have therefore installed at

No. 1 FARRINGDON AVENUE. **E.C.4** 

a Model Up-to-date Composing Room, equipped with a first class





## B. DELLAGANA

Block Makers by Every Processs (since 1842)

SERVICE DEPARTMENT TELEPHONE: CENTRAL 6725

Head Office: 11, SHOE LANE, E.C.4

ି ବ୍ୟକ୍ତ କ୍ରେମ୍ବର୍ଷ ବ୍ୟବ୍ୟ ବ୍ୟବ୍ୟ

14, Bishopsgate Avenue, E.C.4

62, Greengate, Manchester

35, Atherton St., Liverpool

**经验证的现在分词的现在分词的现在分词的现在分词的现在分词的现在分词的现在分词的** 

## THE UNIQUE POSITION OF THE NORTHERN ECHO.

In a 12 page paper on Friday last, carrying 40 columns of normal advertising, the Northern Echo had double-column and treble-column Traders' Display Advertisements from regular Northern advertisers in the following towns:—

|                                    |    |    | Population<br>at<br>1921<br>Census. | Rateable<br>Value.<br>£ |
|------------------------------------|----|----|-------------------------------------|-------------------------|
| 1.—City of Newcastle               |    |    | <br>278,400                         | 1,948,923               |
| 2.—County Borough of Sunderland .  |    |    | <br>161,100                         | 758,128                 |
| 3.—County Borough of Middlesbrough |    |    | <br>181,108                         | 646,362                 |
| 4.—County Borough of Gateshead     |    |    | <br>124,514                         | 466,138                 |
| 5.—County Borough of West Hartlepo | ol |    | <br>68,689                          | 302,857                 |
| 6.—County Borough of Darlington .  |    |    | <br>65,866                          | 441,780                 |
| 7.—Borough of Stockton             | •  | •• | <br>65,000                          | 804,782                 |
| Total                              | ,  |    | <br>894,672                         | £4,868,415              |

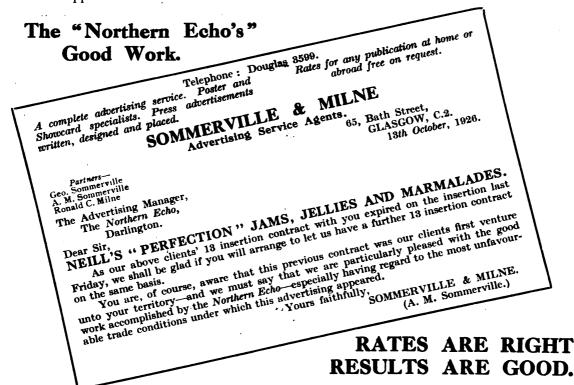
These cities and towns are the shopping centres for the vast industrial population of scores of smaller towns and large villages in Northumberland and Durham, and for the agricultural and residential population of the North Riding of Yorkshire.

The Northern Echo holds a unique position amongst provincial morning newspapers in the number of large towns represented regularly in its display advertising columns.

The certified net daily sale of the Northern Echo during the whole of last year (90,159) is a striking testimony to the foresight of its founders in their choice of Darlington for its production: Darlington remains the supreme road and rail centre of the North of England.

The Northern Echo having the largest sale of any morning paper published in the Northern Counties, is a favourite medium with National advertisers, who find that its columns bring certain results.

Readers may rest assured that they can safely support any advertiser whose announcements appear in the *Northern Echo*.



PUBLISHING OFFICES: DARLINGTON, NEWCASTLE-ON-TYNE. SUNDERLAND, MIDDLESBROUGH, W. HARTLEPOOL, YORK, Etc. LONDON: THE NEWSPAPER HOUSE, 169-170, Fleet St., E.C.4. Tel. 2463 City.

REPRESENTATIVE: MR. E. H. LONGDON.



CLUB NOTES - (contd. from

page 254) For the general office worker the tools

are many and various, but each is designed to take the labour out of work, and make possible an output com-mensurate with the skill and experience

of the worker.
"The almost universal use of the typewriter very quickly set the busy brain at work to see if it were possible to eliminate the inevitable delay incidental to shorthand note-taking, and to-day the dictaphone is beginning to rank with the typewriting machine in universal use.

"We have to realise that however cleverly systems may be devised, it must be recognised that they have to be operated by the human being, and so with the present systems of filing has grown up the filing clerk. The filing department offers opportunities that have

not yet been fully appreciated.

"The two main features of any filing system are to store and preserve papers and records properly and to produce papers or records instantly when desired.

"Reference has already been made to

the card index.
"Card index systems play a very important part in office routine, and their application covers a very wide field. One particularly useful record is a list of customers which can be classified in various ways, according to requirements, under trades, geographically, strictly alphabetically. This list is used for circularising-appropriate literature can be sent without disturbing the card index.

"A set of guides, bearing the numbers of each day in the month, from 1 to 31, together with another series of guide cards for the months of the year, are utilised for classifying cards bearing certain information. When a reply is desired in five days a card can be placed five days ahead of the date on which the letter is written, i.e., behind that daily guide card bearing the correct date.

"We now come to the definite despatch of the letter, and in the past, as well as to-day, we were faced with the licking of stamps and attaching them to individual letters in vast quantities. Not until comparatively recently have the so-called franking machines for metering mails been introduced into this country.

"The reluctance of the business houses in this country to adopt the machine, due very largely to the inherent conservatism of the British race, is being overcome, and to-day a large percentage of the busy mail-order houses, insurance companies, etc., are automatically stamping, franking, as it is called, their mails.

"Passing to the accounts department, there are various forms of calculating machines, performing in their own sphere highly intricate calculations in one quarter of the time taken by mental processes.

"For the assistance of the wages clerks there are coin-counting machines and coin-sorting machines, and I leave it to your imagination how much time is saved in the preparation of a heavy wage sheet when the amounts are prepared by pressing keys, similar to typewriter keys, and the correct amount automatically falls down a chute into the pay envelope.

"In conclusion increased massed duction is an essential demand in modern business, and it can only be met by increased output from the individual worker. In making such an increased output possible, labour-saving machinery in the office, as well as in the factory, must play an ever increasing part."

## Details of the Amalgamated Press Sale

Existing Management to be Retained-£9,497,377 for Shareholders-Sale Terms Announced

ETAILS were issued on Saturday night of the provisional agreement entered into by the directors of the Amalgamated Press, Ltd., for the sale of the business to Graphic Publications, Ltd., a company with which Sir William and Mr. J. Gomer Berry are associated.

The Ordinary shareholders will receive £2 5s. per share in cash and £1 in 5½ per cent. First Mortgage Debenture stock, making £3 5s. in all, together with interest at 5 per cent. per annum from June 30 until completion. Dividends on the shares have already been paid up to June 30.

Going Concern

The business is sold as a going concern rom June 30 last, and there are included in the sale all the assets (subject to the liabilities) at that date, except cash and Government securities. The amount Government securities. The amount which will be distributable among the which will be distributable among the Ordinary shareholders, amounting in the aggregate (exclusive of interest) to £8,832,577, will be satisfied as to £2 5s. in cash and £1 in £2,717,716 (part of £3,500,000) 5½ per cent. 1st Mortgage Debenture stock in a new company to be formed by the purchasers to acquire from them the properties sold secured by a 1st Mortgage on the freehold and leasehold properties and the shares in the Imperial Paper Mills, Ltd., and by a floating charge on the general assets of the new company, redeemable at 103 per cent. by means of a cumulative sinking fund of

1½ per cent.
On a liquidation of the company and distribution of its assets, the amount payable to the holders of Preference shares Preference dividend. The directors, however, have stipulated as a condition of submitting the agreement for approval that the Preference shareholders shall be secured the receipt, including that to which they are entitled on liquidation, of 24s. per share, that being the market quotation

The Daily Mail City Editor, comment-

ing on the terms, says:—
"The cash and Government securities held by the company are excepted from the sale. At June 30 last the company had £791,632 in cash, and at the meeting in August Sir George Sutton, the chairman, said that the company had £400,000 in British Government securities, so that it would seem that at June 30 the company had £1,191,632 of eash and securities available towards the eash consideration that the shareholders will receive.
"The total consideration to the share-

The total consideration to the share-holders, apart from interest, will be £664,800 in cash to the Preference and £6,114,861 in cash and £2,717,716 in debenture stock to the Ordinary, making a total of £9,497,377, of which £6,779,661 will be in cash and £2,717,716 in debenture stock?

ture stock."

### Market Price of Shares

During the two years ended October 15, the highest market price of the Ordinary shares was £2 7s., and the lowest £1 19s. 6d. When the company first announced that it had received an offer but did not disclose the terms, the shares rose £3, but afterwards fell off. On Wednesday the shares were quoted on Exchange at  $60/7\frac{1}{2}$  to 61/6.

The directors unanimously recommend confirmation of the agreement by the shareholders. The purchase price will secure the Ordinary shareholders a substantially larger sum per share than the average market price of the shares which has ruled upon the market during the two years up to October 15, the highest quota-tion during that period being 47s. per share and the lowest 39s. 6d. per share. Arrangements have been made for the

continuance of the existing management.

The agreement will be submitted to the shareholders for approval at a meeting to be held on November 17. We understand that an important public issue will be the sequel to the deal.

## Advertising—£7,500,000 To

Public Utilities Expenditure in U.S.A.—70 per cent. on Newspaper Space

During 1925, public utilities in America spent £5,600,000 in newspaper advertising alone; this was 70 per cent. of the total amount of advertising placed by the public utility companies.

THIS statement was made recently by Mr. Frank Leroy Blanchard, president of the Public Utilities Advertising Association, in a speech to the American Electric Railway Associa-tion, at Clard and Public Pub tion, at Cleveland.

In America, the public utility companies are the second most important industry, for the amount of capital invested in them is nearly £5,000,000,000

whereas the capital invested in the railways is £6,000,000,000.

"If there was ever a time," Mr. Blanchard said, "when the electric street railways needed the assistance of constructive, intelligently-planned advertising, that time is now when so

many influences are at work to cut down the number of passengers carried over their lines. The companies may provide the finest cars ever built and man them with courteous and efficient motormen and conductors, but unless the public is told about them again and again, a remunerative volume of business will

"Tell the public the ways in which the company is contributing to the upbuilding of the community. The extension of our lines to outlying districts is an invaluable aid in developing new

residential and business sections.

"Your utility spends between 80 and 90 per cent. of its income right in wages and other expenses. Bring this to the attention of the community and it will help to remove the impression some people have that the money the company takes goes into the pockets of the capitalists in a metropolitan city."



Pictures with an air..... slick line and daring colour ....the work of British and Continental artists whose finish and modernity will compel attention to any advertising . . . Hundreds of them available in Fleet Street to the advertising man who cares to look round the

## MACNAMARA GALLERIES

It costs no more to get originality and elegance into advertising illustration.....

## THE MACNAMARA ORGANISATION

has branches in the chief European art centres and has on permanent exhibition a range of drawings in every style and suitable for every product.



## 

## BRITISH **INDUSTRIES FAIR** 1927

## THE CATALOGUE

of the London Section is now open for approved advertisements of

ADVERTISING AGENCIES. PUBLICATIONS AND NEWSPAPERS. BANKS AND INSURANCE

COMPANIES.

DEPARTMENTAL STORES. HOTELS AND ENTERTAINMENTS. MOTOR CARS AND HIRE SERVICE SHIPPING AND FORWARDING FIRMS

50,000 copies will be printed and distributed.

Further particulars and specimen copy from

THE CONTROLLER (Advertising Department), H. M. STATIONERY OFFICE, WESTMINSTER, S.W.1.



## Current Advertising

Notes of New Business Going Out: New Advertising Now Appearing in the Press and on the Hoardings

John H. Lile, Ltd., have been issuing instructions for Whelpton's Pills.
Crossley and Co., Ltd., are handling new advertising for John Morgan Richards.
Muller, Blatchly and Co., Ltd., have business in hand for Roche's Embrocation.

Day's Agency is renewing for Morris's

Blend Cigarettes.
Pratt and Co., Ltd. (Manchester)
have recommenced for PAL Gloves.

David Allen Services have increased newspaper advertising for Velocium and are placing for Beltex Handkerchiefs.
W. J. Southcombe's Agency has business in hand for Triumph Auto Player

Barker, Drabble and Co. have been booking forward dates for Metropolitan College and again giving out for Ner-Sag.
Arthur Knight Co., Ltd. have increased

space for Fullotone Gramophone.
Winter Thomas Co., Ltd., are again placing for Instant Postum. Charles F. Higham, Ltd., have extended

advertising for Gladys Cooper Toilet Preparations.

J. M. Walker and Co., Ltd., are placing a new textile line named Tricorama and

a new textile line named Tricorains and have increased for General Radio.

Arks Publicity, Ltd., have again been booking space for Mullard Valves.

A. J. Wilson and Co., Ltd., have re-

newed giving out for Graham's Amplion.
Wilfred Scriven, Ltd., are handling

considerable advertising for Ever-Ready Batteries and for Masters of Rye.

C. Mitchell and Co., Ltd., have placed an appropriation for Ingersoll Watches and Clocks and for Poudre Tokalon

Service Advertising, Ltd., have business in hand for Trust Houses.

Clowes' Agency, Ltd., are responsible for the displays of Gee's Lobelline.

J. W. Vickers, Ltd., are placing for the New Swift Pen and Onoto Ink Pencil.

General Advertising Co. of London, Ltd., have large space advertising for Brooke Bond's Edglets Tea appearing in the provinces.
Greenlys, Ltd., have increased for Turf

Cigarettes.
Fredk. E. Potter, Ltd., have been booking for Dennison manufacturing Co. and Decca Gramophone.

Harold Drabble, Ltd., are handling for Caldene Breeches.

Wilkes Bros. and Greenwood, Ltd., have extended in the newspapers for Viyella.
Gilbert Advertising, Ltd., have business

in hand for Brown Headphones.

Nash and Alexander, Ltd., are again placing for Lakerol Pastilles.

Agence Havas is handling Press and billposting publicity for Riz-La Cigarette

Papers.

Meerloo Publicity Service, Ltd., have recommenced giving out for Chappell's **Pianos** S. D. Toon and Heath, Ltd. (Birming-

ham), have in hand advertising for P. and H. Lamps.

Lawson E. Trout Agency, Birmingham, have completed their fifth year's contract with Dr. Walford Bodie and are handling for D. Barnard's Theatres.

Leonard Hill Agency is renewing for Brunner Mond and Co., Ltd., and associated companies.

Paul E. Derrick Advertising Agency, Ltd., have placed a contract for Kraft Cheese, and have completed placing for John Walker and Sons, Ltd., "Portia" Flour (Paul Bros., Ltd.), and Heinz Baked Beans and Tomato Ketchup.

Pool's Advertising Service is giving out for New Pin Soap and the Patent Coal Mantle Co.

Dorland Agency, Ltd., are placing for Gordon's Gin and Cocktails, Oxo, Jelks, John Murray, Eugene and Pratten's Motor Garages, as well as Kiwi in India, Butywave in South Africa and the Riviera in the United States.

Barker, Drabble & Co. have been appointed advertising agents for the City Cork Hat Co.

Laurence A. Cuthbertson, Ltd. (Birmingham), are placing for Sun Cycles, "Kiddiesbike," "Butterfly" Bedspreads, Coro Carbide, Laughton Goodwin & Co., Itara Pearls, Linda Silk Stockings, National Saddles and Trunks, British Tube Mills, Ltd., Horton Hubs and Steel Band Conveyors.

S. H. Benson, Ltd., have commenced advertising for Angus Watson's Sailor Soups and for Epps's Cocoa.

### Advertiser's I he Gazette

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

VOLUNTARY LIQUIDATION (Voluntary liquidations may, in some instances, refer to companies in course of

reconstruction.)

Publicity Specialists, Ltd. — Resolved, October 28, 1926, that the company be wound up voluntarily, and that Mr. J. S. Cottam, 329, High Holborn, W.C., be appointed liquidator. Meeting of creditors at 329, High Holborn, 11 a m. of creditors at 329, High Holborn, 11 a.m. November 17. Note.—This meeting is formal as the liquidation is for purpose of internal reorganisation only. All creditors have been or will be paid in full.

MEETINGS TO HEAR LIQUIDATORS' REPORTS

Staines Publicity Service, Ltd.—General meeting of members of this company will be held at the offices of Mr. C. Waller, 36, Bolsover Street, W., on December 6, 1926, at 11 a.m.

Auto-Guides, Ltd. (in voluntary liquidation).—General meeting of members of this company at 448, Strand, W.C., on December 6, 1926, at 11 a.m. Liquidator: R. S. Andrews.

DISCHARGE APPLICATION
In London Bankruptcy Court, on
November 6, before Mr. Registrar Francke an application was made for the discharge of Stanley Dyer Benbow Hebbert, 5, Buckingham Palace Mansions, London, who failed in April last with unsecured liabilities, estimated at £3,193. The Official Receiver stated that the assets had realised £37 14s. The applicant, from 1917 until March 1922, was publicity manager to a trade association, his salary latterly being at the rate of £1,500 per year and he received a gratuity of £950 when he left. In September, 1928, he entered into partnership with another person who in

troduced £500 capital, and they carried on publicity work together under the style of "G. Scrase-Dickens Press Agency," at 5-6, Avenue Chambers, Southampton Row, until January 31, 1925, when the partnership was dissolved. The applicant attributed his failure to his income having been insufficient to meet his household and personal expenses. The only fact reported by the Official Receiver in opposition to the application was that the assets were not of a value equal to 10s. in the £ on the amount of the unsecured liabilities. His Honour granted the discharge subject to the applicant consenting to provide £500 out of his future earnings.

CREDITORS' MEETING
The statutory first meeting of the creditors of Thomas Sapp, 170, Victoria Street, S.W., was held at Bankruptcy Buildings, on November 6. The Receiving Order, was made on October 13, 2013 ing Order was made on October 21, and it appeared from statements made by the debtor in his preliminary examination that his present financial position was due to liabilities incurred as guarantor in sums amounting to £4,500 on behalf of Fas Publications, Ltd., late of Aldwych House, of which company he was managing director. The company went into compulsory liquidation and he, as holder of 2,500 £1 preference shares, received no return in respect thereof. He estimated his liabilities at £5,000, and as regards assets he had scheduled shares in a limited company estimated to produce £2,100 furniture £250, debts due to him £100 and two life policies (charged) of uncertain realisable value. The meeting decided that application to the court for adjudication should be stayed for 14 days. Mr. H. E. Cooper was nominated trustee of

the estate.

NEW COMPANIES

[Compiled for the ADVERTISER'S
WEEKLY by the Information Bureau,
Ltd., 140, Strand, W.C. 2.]

Pearson and Reinhold, Ltd.

[2017 1841 — Private company. Regis-(217,164).—Private company. Registered October 29. Capital, £10,000 in £1 shares. To carry on the business of advertising agents and contractors, manufacturers of apparatus, appliances, plant and material employed by advertising contractors, electricians, mechanical engineers, etc. The first directors are: S. W. Pearson, E. E. Reinhold, T. C. Clarke and L. Starmer. Registered office: Finsbury Court, Finsbury Pavement, E.C. 2.

Paris Newspaper Company, Ltd. (217,231).—Private company. Registered November 1. Capital, £6,000 in £1 shares Objects: To carry on the shares. Objects: To carry on the business of proprietors and publishers of newspapers, journals, magazines, books, etc. Secretary: J. P. Wild.

Registered office: 26, Budge Row, E.C. 4.
British Fur Trade Publications,
Ltd. (217,254). — Private company. Registered, November 3. Capital, £2,000 in £1 shares. Objects: To carry on the business of newspaper proprietors and general publishers, etc. The permanent directors are:—N. W. Smith, J. E. Duffus and G. A. Rowe. Secretary: E. Fargher. Registered office: 100c, Queen Victoria Street, E.C. South Devon Printing Company

South Devon Printing Company, Ltd. (217,316).—Registered November 4. Capital, 2,000 in £1 shares. Objects: To acquire the business of newspaper proprietors and publishers now carried on as the "Moorside Mercury and General District Advertiser" at South General District Advertiser," at South Brent, Devon. Minimum cash subscrip-tion: £500 shares. Secretary: J. H. F. Harvey. Registered office: Clock Tower Chambers, George Street, Plymouth.

## South Africa

provides abundant opportunities for those desiring to expand their market and develop export trade.

The mass of people spread over this vast and rich territory are prospective buyers of all ordinary personal and commercial goods.

One's interests in the marketing of goods in South Africa are best served by newspaper advertising.

## The Farmer's Weekly

is the most widely known paper published in South Africa.

Its circulation is larger than all other South African agricultural papers combined, including Government publications, and it covers the whole of the Union of Rhodesia.

The Farmer's Weekly gives a wealth of publicity which is unique because of its outstanding value.

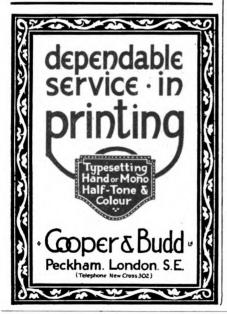
## Ask for Specimen Copy

Fullest information on application to ARGUS SOUTH AFRICAN NEWSPAPERS LTD. 72 FLEET STREET - - - LONDON, E.C.4.

# Print it Offset Ask Popper to Popin

Phone: ROYAL 5924-5

Wm. POPPER and CO., LTD, 128-9, GT. SUFFOLK ST., LONDON, S.E.1



## We Hear-

THAT the directors of the *Daily Chronicle* were taken completely by surprise by the statement made in the Press on Tuesday, that certain reorganisations in the interests of United Newspapers, Ltd., were in progress; and—

THAT the Press Association announced on Wednesday that the rumour that Mr. Lloyd George is considering the sale of the newspaper properties comprised in United Newspapers (1918), Limited, to persons specified in a morning journal is inaccurate,

THAT with the Christmas presents season not so far away there is the customary advertising pertaining to the season looming ahead, and already many of the big stores are making the preliminary announcements, and—

THAT advertising men, having put to bed their Christmas ordinary or extra issues, are now at work on "the Presents" numbers, and others have in preparation their composite pages for the same allimportant feature.

THAT that good old-timer, Epps' Cocoa, once one of the most widely advertised lines of its kind, has again found its way into the advertisement pages of some of the dailies, and—

THAT now the business of this oldestablished concern is controlled by Messrs. Rowntree's, there is a likelihood that Epps's Cocoa will in future figure more in print than it has done for a good few years past.

THAT several changes of accounts are due at the end of the year, including one that has been handled by one of the oldest agencies, a line that in future will be dealt with by one of the American service agents over here.

THAT Mr. S. Bernard Smith, who has been out of advertising for some time now, contemplates returning to the business again.

THAT Major P. C. Burton, of the London Press Exchange, Ltd., is now on a visit to the United States.

THAT the most extensively viewed billposting hoarding in London, that which has added a colour scheme to Piccadilly Circus during the building operations there for many months, has now disappeared from view.

THAT there is still no lack of bold advertisement in that crowded quarter, however, largely owing to the striking methods by day and night employed by Mr. C. B. Cochran at the London Pavilion.

THAT Messrs. Heinz had a nice compliment paid them last week by the organisers of a charity concert at the Queen's Hall, who on their posters boldly described their turns would number 57 Varieties.

THAT Mr. Ernest Stockham has joined the advertisement department of the Studio and its allied publications, Drawing and Design and Commercial Art.

THAT Mr. James Glover, more familiarly known as Jimmy Glover of Drury Lane, is going to talk at the Aldwych Club next Tuesday on a subject he has made his own—"Hims, Ancient and Modern."

THAT the dates of the Aldwych Club big shows, the Children's Revel and the Cabaret, have been fixed for Saturday afternoon, January 1, and Friday night, January 14, respectively.

THAT the Belfast Telegraph showed its customary enterprise on the occasion of the Dublin Publicity Club's visit to Belfast, when it reproduced in its evening issue the group photograph taken at 12.30 p.m. on the same day.

THAT by general consent it is agreed that few prospectuses have been so cleverly written up in preliminary notices as was that of the Selfridge Provincial Stores, Ltd., and—

THAT no small credit for this may fall to Mr. A. H. Williams, one of the directors whose early business days were spent in publicity circles and who has continued to keep in close and friendly touch with the men who matter in advertising.

THAT Mr. Peter A. Menzies, the well-known Glasgow agent, was in town this week, but on this occasion did not appear in the kilt of his clan.

THAT Mr. D. C. Cuthbertson has also been spending the greater part of the week in town on business, and like his brother Scot has left his Highland garb behind him.

THAT the men in the Street, having got over their surprise at the Berry-Amalgamated Press deal, are speculating on when they may expect a prospectus of the new company, and are taking it for granted they will not have long to wait.

THAT there was the usual amount of entertaining in Fleet Street offices on Tuesday — Lord Mayor's Day — when window seats were much in demand and agency men with young folks found good friends offering facilities to see the show.

Put Ideas in your campaign
It sells in the home

9

## We Hear-

THAT Messrs. Heppell's, the chemists, who have several widely-advertised lines, are expanding their business at home and overseas by the acquisition of a number of pharmacies in Central London and drug stores in Egypt and Palestine.

THAT this being "Wireless Week," a B.B.C. anniversary, there has been a considerable addition to the amount of "wireless" advertisements appearing in the dailies.

THAT one good result so far of the advertising of the Empire Marketing Board has been the production of still more advertising by stores and multiple shops in London and the provinces announcing their displays of Empire produce.

THAT the London Sketch Club, which numbers among its members the leading poster and black-and-white artists whose work is a feature of present-day advertising, is now holding its annual exhibition—its 44th—at the club room in Marylebone Road, N.W.

THAT judging by the attendance at luncheon time at the Fleet Street and Advertising Club since it opened, the facilities provided are being fully appreciated, and the members are proving excellent talking advertisements to those who ought to be.

THAT the surprises at the Club's gala at the Holborn Restaurant to-night (Friday) have been a well-kept secret, but that the affair is going to be a highly successful and satisfying "do" with a delightful surprise for the lady guests is a foregone conclusion.

THAT Mr. Thomas Russell startled the audience at the Publicity Club of London meeting on Monday night by saying that "Bubbles" was the worst poster ever published, and—

THAT he said "If the name alone will advertise a product, why show a disgusting little boy in a disgusting Lord Fauntleroy suit that any self-respecting boy would kick against, using Pears' Soap for a purpose for which Pears' Soap is not suitable?"

THAT Messrs. Cassell & Co., Ltd., of La Belle Sauvage, Ludgate Hill, E.C., are about to be registered as proprietors of the freehold of Nos. 68 and 70, Ludgate Hill, E.C.

THAT Mr. P. J. Gillespie who, as announced in a recent issue, has taken up his position as advertisement manager of *Dullin Opinion* will, at the request of the directors, retain his old position with the *Irish Statesman* also.

THAT important developments are impending in connection with Game and Gun.

THAT Mr. D. G. Parry, managing director of the Times Printing and Publishing Co. of Mesopotamia, Ltd., is now in England, and will be glad to discuss the market there with any firms interested.

THAT Mr. G. H. Grimaldi, of the Daily Mail, has just returned from a business holiday to America.

## The Inner Side of Advertising

By CYRIL C. FREER, M.A., LL.B.

The sure GUIDE and DESK-BOOK for advertisers and students. Contains expert advice on effective writing, designing lay-outs, compiling catalogues, drafting sales-letters, creating desire, analysing the proposition, planning the campaign, keeping records and organising "Sales." Also valuable information on Illustrating-Process Engraving-Stereotyping—Printing—Economics of Advertising—Agencies—List of Advertising Terms—

Type Faces—and a series of 43 Lessons on Advertising comprising a valuable FREE COURSE OF INSTRUCTION. It is EASY to learn this lucrative work in your own home, from the simple, direct and practical instructions given. A customer writes: "I find it a most INSPIRING book. I had contemplated having a course of correspondence lessons, but cannot see that I should learn one bit more by so doing."

## One Week FREE

You take most books on trust; this one is sent for ONE WEEK FREE. Fill in this form! It commits you to nothing. Delay will mean waiting while others are served

AGE...... IF HOUSEHOLDER.....

To THE LIBRARY PRESS, LTD.,

10 Minerva House,

Southwark Street, S.E.1

Please send me "Inner Side of Advertising" for one week's free test. If I do not like it, I will return in your packing on 8th day after receipt. If satisfied, I will pay 6'- on 8th day and 5'- per month for 4 months or 25'- cash).

| SIGNATUR | E |
|----------|---|
| ADDRESS  |   |

OFFERED for a selected 2,000 words essay, entitled

## The Elements of Advertising

Competitors should bear in mind this is intended for readers with only a superficial knowledge of Advertising. The merit of the Essay will, therefore, be judged by its style, simplicity and strength of Appeal. The Editor of the "Advertiser's Weekly" will act as Co-Judge with the

Directors of the important Publishing House making this offer. Result will be published in due course. All Contributions, apart from selected essay, will be returned.

Box 246

The Advertiser's Weekly 66 Shoe Lane, E.C.4

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F you want printing that reproduces your ideas in all their original freshness.... get into touch with Greenwoods.

They can give you the service the Advertising Agent wants . . . . prompt, intelligent, keenly priced, and with a close co-operation and a knowledge of Agency requirements you will find invaluable.

Good, clean, business-like work, too, which adds to the prestige of both Client and Agent. . . . Write to-day for specimens and quotations.

It costs you less when Greenwood's print it!

Greenwood Bros SHIELDS



## I KNOW A MAN

AN ADVERTISING MAN—whose record will stand the fullest investigation. He writes strong, convincing "copy"—is splendid at layout and choice at illustration.

Convincing journalistic flair—Good at details—and particularly strong at form letters. His experience is as wide as it is varied—and he wants a

If I could fit him into my organisation I should be proud to do so, but as a Provincial Agency this is impossible. If you want an executive officer, fitted to take full charge of publicity campaigns of any sort, write in full

confidence to—

MAN,
c/o D. C. Cuthbertson & Co., Ltd.,
Advertising Agents,
196, Bath Street, GLASGOW.

BBOCKS.



SERVICE & QUALITY.

GEE & WATSON ID.

III SHOE LANE, PLEET STREET, E.C. 4

# WALLIS'S OFFER 8 TYPISTS' DESKS at 39/6



8 only Oak Typists' Desks, with slide and extending flap. Special drawer for quick handling of stationery. 3 ft. wide x 1 ft. 6 in. across. 3 ft. 10 in. when extended. Wallis's Special Price each

396

T. WALLIS & Co., Ltd. HOLBORN CIRCUS, E.C.1.

## PROPOSED CIVIL WEEK FOR LEEDS NEXT YEAR

At the meeting of the Publicity Club of Leeds on Friday last it was decided, subject to the sanction of the municipal authorities, to hold a Civic Week some time in June next year.

There was a largely attended meeting presided over by Mr. Stuart Hirst, who was supported by Mr. J. H. Portway (president of the Leeds Chamber of Commerce), Mr. Snowden Schofield (president of the Leeds Chamber of Trade), Mr. C. G. Gibson, and a number of the other leading business men in Leeds.

Mr. Stuart Hirst said it was with the hope of consolidating and developing the good achievements of the Leeds Tercentenary that the idea had been put forward that they should have every year a Civic Week in Leeds. He visualised a Civic Week as a celebration on similar, but not so elaborate lines as the successful Tercentenary. From expressions of support he had received, alike from members of the Chambers of Trade, he was convinced that the value of the idea of a Civic Week was already appreciated by a large body of manufacturers and tradespeople. The Tercentenary Executive had endorsed the idea, and had passed it to the Finance Committee of the Corporation for their consideration.

## **Practical Suggestions**

In making suggestions for giving effect to the idea of a Civic Week, Mr. Hirst put in the forefront of his programme an industrial exhibition, and stated that he had received an offer from one firm of experts to run such an exhibition without any expense to the city. He also suggested a special window show effort, a trade procession with one or two novel competitions, a civic Sunday, the creation of a civic badge to be worn by citizens to show their pride in their city, bands of music in the streets and parks, addresses on citizenship in the day schools, the roasting of an ox in City Square, a military tattoo in Roundhay Park, a repetition of the schools pageant in Roundhay Park, and further performances of the "Old Leeds" play. Finally he suggested a set publicity campaign inside and outside Leeds on behalf of the city as a shopping centre for the Industrial North, and an area of rare craftsmanship capable of offering the world the products of 95 different industries. He suggested that the Civic Week should be held during the last week in June.

Mr. C. G. Gibson mentioned that as a result of the Tercentenary celebrations last year there was a sum of £1,200 or £1,400 in hand, and he thought that a Civic Week run on similar lines could be equally

successful.

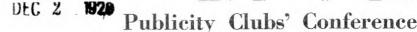
A resolution to the effect that that meeting of business men, under the auspices of the Leeds Publicity Club, endorsed the idea of a Civic Week, and recommended that the scheme be passed to the municipal authorities, was carried unanimously.

"GIBBONS knows CANADA"

J. J. Gibbons Limited Advertising Agents
Cable Address "GIBJAY" TORONTO

"GIBBONS knows CANADA"

Toronto, Montreal, Winnipeg Code—ABC Fifth Edition





Any
Advertisement
looks better
in 'PUNCH'

놼핓돍읠죾읠죾읠죾읠죾읠죾읠죾읳죾읳죾읳죾똣똣똣똣똣똣똣똣똣똣똣똣**똣똣똣똣똣**똣캶똣줐똣줐똣줐똣줐똣줐똣줐똣줐똣줐똣줐똣줐똣

"The Paper that is England"

Advance Booking is Always Essential

MARION JEAN LYON

Advertisement Manager, "PUNCH"

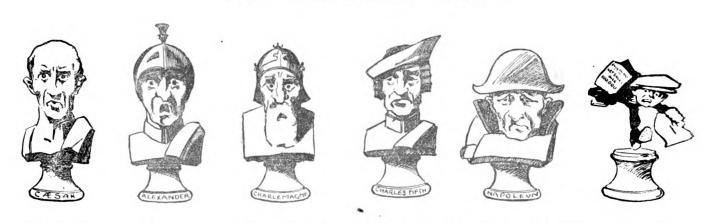
80 Fleet Street, London,
F.C. 4



"Ah! Sirs! Make with me this brief reflection: It has not been possible; it has been attempted by Cæsar, it has been attempted by Alexander, it has been attempted by Charlemagne, it has been attempted by Charles the Fifth, it has been attempted by Napoleon—but now I say it IS possible, possible to reach and leave a firm impression in the minds of the people, through the medium of the efficient Evening Paper."

## EDINBURGH EVENING NEWS

SCOTLAND'S "CAPITAL" PAPER WITH THE LARGEST SALE



LONDON OFFICE: 3-5 SALISBURY SQUARE. 'Phone, City 9330

OLDHAM CHRONICLE ENING & WEEKLY **ADVERTISE** IN INDUSTRIAL OLDHAM.

OLDHAM CHRONICLE THE NET SALE PAPERS OF OLDHAM & DISTRICT.

Vol. 52

FRIDAY, NOVEMBER 19, 1926

No. 702

## The Birmingham Convention

By H. C. FERRABY

UCH useful work was done at the Clubs' Executives' Conference at Birmingham last week-end. No one who attended the conference could fail to be impressed by the eager desire of all those present to drive forward the elub movement in this country, not for selfish reasons, not for the aggrandisement of the individual club, but for the better service of advertising to the community.

It is well that that fact should be made clear, and there was a dramatic fitness in Mr. Victor Salter's reminder to the conference of that code of advertising eithics which was accepted at the Wembley Convention. The reaffirmation by Saturday's conference of its adherence to that code marked definitely the spirit in which the whole of the proceedings were conducted.

## Plow of Information

A great deal of information was imparted by the various speakers, even in the limited space of five minutes which was allowed. Indeed, the information was so plentiful and so varied that some may have come away with a slight feeling of bewilderment. That feeling will pass with reflection, and with a study of the detailed reports of the outstanding points which we put on record this week.

Three questions of broad importance were raised during the afternoon. One arose out of Mr. F. E. Cook's address on the subject of the Publicity Club and the municipality, and the later remarks of Mr. Dockett Smith on a similar topic. Both speakers showed practical ways in which their clubs had been of service to the district in which they are centred, and those who study carefully the extracts from the speeches will have material for further consideration in committee. Mr. Dockett Smith's vision of the club acting in conjunction with the Advertising Association to give concrete service to potential advertisers by examining their problems, by studying ways and means of developing their trade by publicity, opens up very wide possibilities.

Mr. Victor Salter, again, raised a question which will call for careful consideration when he suggested that the word "Publicity" should be dropped in the title of the clubs Advertising" used in its stead. There was an immediate debate on the idea, which showed how very strong is the feeling on both sides of the question, and Colonel Millican, the chairman, wisely accepted a motion that the debate be deferred to the London

Convention next July. And here it is opportune to express the view, unanimously held by all those who were at Birmingham, that Colonel Millican's cheerful but firm handling of the meeting, his deft way of pinning down the speakers to their time limit, was a model or chairmanship which earned the gratitude of everybody and was no small factor in the success of the gathering.

## The Right Type

Mr. Harford's address on how to get the right young men into advertising was another practical contribution inspired by vision. Without any palaver about idealism he put before the meeting a concrete suggestion for the betterment of the profession, for its more effective service to the community, which no club will lightly ignore and out of which much good may come.

These are the points which stand out in the memory, but there was also much of practical value to all club executives in the various reports of delegates. There can seldom have been a more fruitful three hours than those spent in Birmingham last Saturday after-And in private conversations throughout the week - end there was further interchange of knowledge and opinion. Executives of two clubs that are forming at Leicester and Sheffield, who came to the conference, must have found their visit helpful and instructive. And there was a general feeling that the Advertising Association had been well inspired in arranging for the holding of the conference, and that the Birmingham Club had especially earned the gratitude of the club movement, not only for acting as host, but for the cordiality and unostentatious efficiency of its welcome.

### THIS WEEK'S PAPER

Publicity Club's Convention Full Report

Mail Order Campaign that Compelled Distribution-By Leslie Lewis.

Aladdin lamp campaign from the

Theatre Programmes as Media-By Cyril E. Matthews Their life, circulation and value

## And all Regular Features

Ad. News in Brief Publication Notes and News Club Notes and News Current Advertising Advertiser's Gazette We Hear, etc.

## THE ADVERTISER'S WEEKLY

66, Shoe Lane, London, E.C.4. 

## Practical Ideas at Conference

## Great Success of Birmingham Gathering

Developing Club Activities—Eighty-four Delegates Present— Some Problems)

HE Publicity Club's Executive Session at Birmingham, on Saturday last, was a great success; the Club Development Committee of the Advertising Association, who initiated the idea, and the Birmingham Club who acted as hosts, were warmly congratulated by everyone.

There were eighty-four delegates present, and all the Clubs affiliated to the Association, with two exceptions were represented. The Publicity Clubs of Ireland and Hull both found it impossible, at the last moment, to send delegates, but both sent cordial greetings to their colleagues at the Session.

Mr. A. McKenzie (Glasgow) presided over the inaugural luncheon at the Queen's Hotel, Birmingham, at which Mr. Gilbert Vyle (President of the Birmingham Club) welcomed the delegates.

## Improving Salesmanship

Mr. Vyle said that through the efforts of the Publicity Clubs better marketing, better salesmanship and better advertising could be secured, and when all three had been improved -and salesmanship was more susceptible of improvement than the other two—the country would be able to take advantage of the new conditions of business which were ready to open out as soon as the present domestic troubles were out of the way. There was every sign last February that the country was in for a substantial, long-continued spell of business. The general strike and the coal strike upset all that. If there could be a clearing up before Christmas he did not think that all the business that was once in sight would be entirely lost. Much had been held by the goodwill, prestige and credit which Britain enjoyed abroad, and there was much business held up and ready to come to this country as soon as they were ready to do it.

Mr. McKenzie, proposing the toast of "The Advertising Association," said that until recently the Association had been a good deal "wropt in mystery." The provincials who were affiliated to it felt that they did not know their own father, but the Association had now got going, and he appealed to all clubs to support it as they ought to do. The more Clubs there were the better. They in the provinces were hoping for great things

from the Association and since Mr. Andrew Milne, though no longer honorary secretary of the Association, was still on the Club Development Committee he would find every opportunity for his boundless energies.

Mr. Milne, replying to the toast, said

that the Association was very much alive. It was deep in the preparations for the Exhibition and Convention next July, among other things, an Exhibition such as had never before been thought of in connection with advertising. They of the Executive were looking to the Clubs throughout the country to support this enterprise. They would be called on for a good deal of co-operation. The Club movement was advancing. And in every way possible the Association was anxious to help the development and the activities of the clubs.

## The Speeches

The business Session opened immediately after lunch with Lt.-Col. H. C. Millican (Newcastle) presiding.

He read messages of greeting from Mr. C. A. McCurdy (President of the Association), Lt.-Col. E. F. Lawson (immediate Past President), Sir Charles Higham (Chairman, Clubs Development Committee), Mr. Sydney Walton, Sir Robert Baird, Mr. W. S. Crawford, Mr. Brian O'Kennedy, Mr. W. S. Hartley, Mr. J. Vincent, Sir William Veno, Mrs. Wood, Sir Lawrence Weaver, Mr. Philip Emanuel, Mr R. R. Hedley (expressing Hull's regret at inability to send), Mr. J. C. Akerman, Alderman, C. Pascall, Mr. H. G. Saward, Mr. D. C. Cuthbertson, Mr. Wareham Smith, Mr. Stuart Hirst, Mr. Horace Imber, the Women's Advertising Club, Mr. F. W. Goodenough and Mr. T. B. Lawrence.

Mr. McCurdy's message was as follow:—

"As President of the Advertising Association, it gives me great pleasure to send sincere greetings to the Publicity Clubs' Executives' Conference. Fully appreciate excellent work of the clubs throughout the country. Such work is of utmost value and assistance to the Advertising Association. Our common task is to work steadily for the better organisation of advertising, and I can assure you that we are watching very closely the progress of the Clubs. All good wishes for successful conference."

Sir Charles Higham, whose message indicated that he was prevented from attending by doctor's orders, said:

"We cannot have too many Advertising clubs; every city and every town should have one, because it is only by those who spend money in advertising and those who receive it, sitting down to a common discussion once a week or once a month, that everyone benefits. The more advertising is understood by

the community, the better it will be. The Clubs have done a lot, not only to stimulate manufacturers to advertise and local tradesmen to advertise, but they have made the public better appreciate the value of the advertised rather than the unidentified article. We are in a great calling. We want to take ourselves less seriously and our business more so. That you are gathered together in Session to-day is to the very highest benefit for everyone connected with business in this country. We are masters of manufacturing, but we are still pupils in selling. The more you add to the nation's knowledge of how to sell its commodities, the more prosperous our country will be and, therefore, everybody will benefit. These are platitudes, they are facts. I believe them and in so far as I am able, I practice them. I believe we gain by giving. The more information we give out to our fellow men, the better off we, too, are. None of us will ever know it all, but we can gain a lot by interchange of ideas and knowledge."

## Helping the Municipality

The first speech of the afternoon was by Mr. F. E. Cook, who dealt with "The Publicity Club and the Municipality"

"My observations this afternoon can be summarised as a plea for closer cooperation between the Publicity Club and the Municipality, firmly believing that there is a wealth of usefulness ready at hand in the Publicity Club for the municipality, who will seek its very ready and willing aid," he said.

"The ways in which the Club can be of

"The ways in which the Club can be of service are legion. Let us look at one or two possibilities. We stand for Publicity. Imperative for the health resort, it is absolutely a first necessity for the modern industrial city, and when, at what seems to be a long last, the often lethargic City Fathers think in terms of telling the world what better organisation could be taken into confidence than the local

## of Publicity Clubs' Executives

publicity club, who for the joy of the 'art of making known,' could, and would place specialised knowledge and advice at the disposal of their own town.

"Again the platform of the Club offers opportunity to the up-to-date Councillor who has a scheme for municipal enterprise and development that cannot always be expounded in the Council Chamber, and if it was, would be within closed walls, but delivered from the platform of the Publicity Club it invariably receives a good Press (which, incidentally, has viewed the proposition from quite a different angle from those utterances given in the official environment of the Council Chamber). In addition, the progressive Publicity Club will from time to time see that the platform is occupied by authoritative speakers qualified to speak on the many aspects of town development, taking care, too, that the 'powers that

which will enable Leeds to advertise its opportunities.' I suggest this is encouraging support of my theme 'The Publicity Club and the Municipality.'"

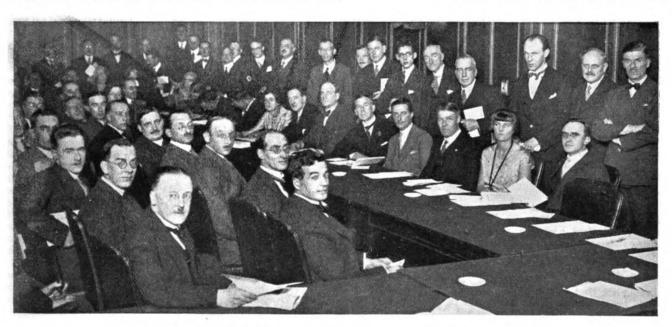
An interesting though brief discussion followed, in the course of which Mr. Mitchell (Glasgow) showed how the Glasgow Club keeps contact with the City authorities; Mr. Dockett Smith (Cardiff) outlined the way in which Cardiff shows the world that it does other business besides selling coal; a Birmingham delegate dealt with municipal educational classes in advertising, and Mr. Lorne Robson (Newcastle) described that Club's efforts to assist the governing body in ideas for development, including the Industrial Exhibition which is to be held in 1928.

The Club has been invited to take entire charge of the publicity and display connected with the Nottingham Shopping Week next year. The meeting of the Club last week, when Sir Lawrence Weaver spoke on "How to Revive the Lace Trade," was the first occasion on which the Nottingham lace manufacturers had been induced to air their views on advertising in public.

Mr. Victor Salter (Ulster) described the educational work done by the Club.

Mrs. C. A. Hog (Women's Advertising Club) dealt with the fuller recognition of women in the co-operative work of the profession. She said:

"When women began to join the ranks of the different professions, I seem to hear the men in council in the



The Opening of the Session, over which Lt.-Col. H. C. Millican presided

be' are duly advised and invited. We in Leeds, claim to have done something along these lines.

"Some little while ago we invited to address us a very progressive local engineer interested in Transport Equipment with a big export trade. In the course of his address he instanced some striking examples of the difficulties besetting his particular branch of industry, and real want of knowledge on the part of potential customers of the commercial activities of our City. The result of that meeting was a resolution urging the appointment of a Development Officer or Committee for the City of Leeds. The suggestion has been taken up by the Chamber of Commerce, and there seems no doubt this very necessary office will soon materialise.

"The sequel was to receive (a little

"The sequel was to receive (a little while ago) from Sir Charles Wilson, M.P., Chairman of the Finance Committee of the Leeds Corporation, a letter in which he said 'I am hoping that facilities will be afforded by the Bill now before Parliament

## Delegates' Reports

A series of short talks on important features of Publicity Club work followed.

Mr. Walter Henman (Birmingham) detailed the scheme for "Boosting Birmingham" which was discussed and reported in the Weekly on September 24. That discussion, he said, had made a deep impression and the Club is now considering the whole scheme, and when it has arrived at a more cut and dried plan it proposes to consult the municipality and the Chamber of Commerce to secure their assistance so that all three bodies may move together.

Miss Mabel V. Ramsden (Nottingham) described the organisation of the Nottingham Club, which has now more than a hundred members, the average attendance at meetings being seventy. advertising world saying, 'Here they come. Now what are we going to do about it?'

"Some of them, no doubt, said 'Well, it was Eve who persuaded Adam to eat the apple against his better judgment. Perhaps the gift is hereditary—let them come."

"In the Women's Advertising Club of London, we have no less than 40 members, all occupying executive positions of importance. Do you know of any other profession in the country which could show such a high percentage of women in executive posts? It is solid proof that in the business world the co-operation has proved acceptable.

"Have you made the most of it on your own committees?

"The point I want to make is this—(Continued on page 276).

## How Mail Order Campaign Compelled Trade Distribution

New Lamps for Old in 10,000,000 homes-Mail Advertisements that Brought Trade to Retailers

By Leslie Lewis

difficulties introducing of an incandescent paraffin lamp ina country already well supplied with two forms of lighting are obvious. When the Aladdin incandescent paraffin lamp was launched in Britain in 1918 these difficulties were seen immediately, and it was decided to start with a mail-order campaign, as a test.

A series of four-inch singles was used in some 300 local and county papers, since country readers were calculated to be more in need of good lighting than those in the big towns.

This mail-order campaign was run for five years, and the sales increased each season. Then came a very interesting development.

Trade Steps In

Although no appeal had been made to the trade, dealers were always supplied with stocks when they sent in their orders. At the end of 1923, it was discovered that a very large proportion of the hardware trade, recognising the big demand there was for the Aladdin lamps, were selling them to the public. The mail-order advertisements created such a demand that the trade was clamouring for supplies, and it was immediately decided to develop the campaign on a national trade basis.

Advertisements were then placed with the trade press, telling the retailers that the big flow of orders had been diverted into their own channel and appealing to them not to "stem the tide." It was further impressed on the trade that, if they would show the lamps in their windows, a tremendous demand would be created.

Instead of supplying the lamps direct, it was now agreed to send to every member of the public who replied to national advertisements a list of the agents who would be able to supply Aladdin lamps. Trade advertisements advised the retailer to have his name on the list.

Thus the whole working machinery of the sales organisation was put into fresh gear, with enormous success. No fewer than



types of appeal made to the public.

10,000,000 Aladdin lamps are now in use throughout the world, and sales continue to increase every month.

A very interesting point in this campaign was the way in which the town mind was educated to the possibilities of the incandescent paraffin lamp. As I have said, it was first decidednaturally enough-to appeal to the country reader who had no lamp other than the ordinary oil variety. Gradually the big London and provincial dailies and Sunday newspapers were taken into the campaign, and sales leaped immediately.

Selling Good Light

The reason for this was the angle of appeal that was adopted. The national copy urged the point that the light from the Aladdin lamp had special advantages. It was not tiring to the eyes, there was no strain in reading or sewing by its light; and medical opinions were available with which to back up this point.

point The other emphasised in national copy was that the lamp was economical, since it cost under one farthing an hour to burn, giving at the same time a pure and harmless light. This made appeal both to country and town prospects, and George Cuming, Ltd., who are handling the campaign, tell me that a big percentage of the users of the Aalddin lamp are living in the towns and cities of England, Scotland, Ireland Wales.

The advertisements reproduced on this page show the way in which the trade was appealed to and also the two counts included in the campaign to the public.

## Theatre Programmes as Media

Some Considerations of their Value-Their Circulation-And their Life

By Cyril E. Matthews

**DVERTISING** has becme ao factor of great importance in modern life, and advertisers everywhere have used every conceivable method and stunt in endeavouring to create a demand for their goods and the media chosen cover an extremely wide field periodicals, posters, displays, signs, novelties and others. It is, therefore, strange to note that until comparatively recent times, one medium has been to an extent sadly neglected and, indeed, is not yet utilised to its full

I refer to theatre programmes, a medium which has not only been neglected, but misjudged.

### What Once Was

In the "bad" old days, a programme consisted of any advertisements the authorities were able to get, bunched together (regardless of each advertisement's particular quality or purport), and divided in half with the caste occupying the two centre pages. That description is still prevalent in the minds of some of our advertisers as an example of a modern programme. It is not so, however.

The theatre authorities realised that to enhance the value of theatre programmes as a medium for advertisers they must make them attractive and interesting. The theatre people thus having done their part, it was the advertisers' turn, and they responded in admirable fashion by improving their advertising and making use of a service agency, and thus with the two combined better programmes have resulted.

The reasons why this medium is proving successful to those who already use it are reasons of which many advertisers are ignorant. The arguments set forth against theatre programme advertising are chiefly that a member of an audience only buys a programme that he may follow the play, and that after the show, he leaves it behind and therefore the advertisements are, perhaps, not seen

As to these two points, I can vouch to their hollowness by my own personal experience. I had, like many others, raised these same questions, and in order that I might satisfy myself I was kindly allowed by the manager of the Drury Lane Theatre to go to an evening performance and investigate for myself. I did.

During the interval, I strolled down to the orchestra and looked around the house; many were busy reading the pages of the programmes. This, mind, including the advertisement pages. After the show, when the audience had

left the theatre, I walked round to see how many programmes had been left behind: it was approximately 3 per cent. Ninety-seven per cent. taken home! I hope my experience has been sufficient to dispel the old bogey of wasted theatre programmes.

far greater than that of a much wider public of the poorer kind. It is also important to remember that the social classes who have more money to spend read advertisements with more attention. A large majority of those who attend threatres are in a very recep-



A double page spread of advertising and editorial in the Drury Lane programme

Why are they taken home? Because, unlike the old-fashioned Castesheet, they are worth keeping as souvenirs; and the majority of them include photos of the actors and actresses taking part in the play. People keep them in order to collate a photo gallery and to show to their friends and family.

The public want good programmes; a mere list of the players is not enough; and because the public want them and look for them, that is one proof of their value as an advertising medium. Audiences are getting really interested in programmes and the advertiser who deals in public interest must, surely, be alive to the fact that the interest of an audience has a commercial value. It is difficult to conceive the extent of the circulation as each programme that leaves the theatre probably goes through very many hands.

Apart from the quantity, however, the programme has a particular quality circulation. The average person who attends theatres, is a man of means; even the pit and gallery patrons have "enough and to spare," and a select circulation may represent people whose purchasing power in the aggregate is tive frame of mind for imbibing the " copy," the show having possibly been preceded, as it so often is, by a happy dinner party.

The advertiser who uses this medum has many advantages offered him: as will be seen from the illustration, an advertisement facing photographs of actors or actresses has a positional value, which should not be ignored. The agents who handle theatre programme advertising have undertaken to get the artistes to a personal note to any advertisements: this, too, will be seen from the same illustration on the left hand page, where Miss Crawford advocates the use of a face cream and it is obvious that the many ladies who idolise this actress will clamour for the article she recommends. And so it is with other products.

Many firms have already realised that there are immense possibilities to be achieved through this medium. It is gratifying to see, too, that they realise that the eye is the first adversary whose indifference the advertisement must win over, and in this direction, artistic layout and photographic reproduction are being utilised

to a large extent.

## THE BIRMINGHAM CONFERENCE—(continued from page 278)

unless you have the woman's point of view in the big work that the publicity clubs are doing all over the country, you are not getting 100 per cent. efficiency for the numbers you represent.

"The Advertising Association and the National Advertising Benevolent Association have already given us our official recognition.

"To the committee men here to-day who have not yet followed their example I would say—go thou and do likewise—you will find it pays!"

likewise—you will find it pays!"

Mr. T. W. Dockett Smith (Cardiff) dealt with the special activities of the club among ship-owners, coal exporters and importers, manufacturers and retailers. He urged that the selling problem to-day is of such widespread importance to all parts of the community that the work of the club unit should be extended by cooperative action to help forward the successful application of advertising to better salesmanship. He advocated the arranging by the Advertising Association of a conference of clubs to investigate how advertising and publicity can help in the development of trade-local, national and national. That conference would report to the Advertising Association, with recommendations.

Mr. Kingsley Belsten (Oxford) dealt with educational and community work with special reference to some weaknesses in educational programmes. Miss Muriel Atkins (Regent) described the Psychology course started by the club which has been adopted by King's College.

Mr. J. H. Grime (Manchester) was welcomed to the conference by the chairman, and in reply said that although they in Manchester had been rather shaken up by the disaster of Blackpool they were now getting into their stride again. They did have rather sore feelings but they were now

carrying on the good work and had rejoiced in the success of the recent Civic Week, which had been carried out at the suggestion of the club.

There was no debate on these addresses, and the chairman next called on Mr. W. H. Harford for a ten-minute speech on "How to get the right young men into advertising."

Mr. Harford said :

"The whole advertising community is concerned how to get new blood. We get letters day after day from all sorts of young men who are not quite of the right type. Who is going to show the way for the right young man?

"The only people who can help are the Publicity Clubs. We must not come to the

"The only people who can help are the Publicity Clubs. We must not come to the conclusion that a public school and college education is the only qualification. We are, it is true, seeking a sort of uplift in our business, but we have to weigh all things in the balance in our search.

"I believe that if we divide the country geographically and make all the clubs semi-responsible for the supply, we shall get nearer to a solution. I have one or

two practical suggestions to make.

"The first is that in the new syllabus of meetings each club could include evenings with headmasters as chairman. One night it would be the headmaster of a leading public school, another night the headmaster of an elementary school. In each case the chairman would be asked to invite twenty or thirty of his brightest elder boys. The speaker at the meeting should be an authoritative representative of an advertising agency who would be able to tell them what advertising is doing for the welfare of the community.

"We are all of us engaged in the most honourable profession that I know of, we have the privilege of helping this country forward within the next ten or twenty years more than any other. So that when we discuss the next generation in our business it is an intensely serious question. If we can make the mothers of the new generation see that, we can dominate methods of selling British goods.

"To club executives and secretaries, therefore, I submit my proposals for school evenings, where the new generation can be told something of what advertising is doing for the workaday life of the general community. Thus will be helped forward the whole movement of advertising.

"You cannot describe the qualities required. The time may come when we can lay down a sort of examination such as the accountants and the solicitors have. But we must guard against one curious fact in our business, and that is—that when you write an advertisement you don't know. Some of the most clever advertising I have ever seen failed to be a success. Some apparently awkward ordinary advertising was extraordinarily successful.

"How can we make the younger generation grasp the idea of commerce. How can we make them see themsleves in advertising, not as mere writers of copy or drawers of drawings, but as business men, as men of common sense?

"We can do it by that press publicity which is the outcome of good meetings of Publicity Clubs. I watch very closely the reports of the speeches made at the clubs, and it is evident that the more we can get the Press to support us in regard to the reporting of speeches of prominent advertising men, the sooner we shall persuade the right type of young men to come into the business. There is the young man who thinks that advertising is easy. That attitude of mind is wrong. We have to get them to realise that they have the supreme chance of making advertising the electric force of business.

"Will you clubs get interested in your meetings those who govern the minds of the young people?"

In the course of a general discussion, which rounded off the session, Mr. Victor Salter raised the question of all clubs being called "Advertising Club"

of the meeting was divided on the matter, and it was ultimately moved by Mr. Milne and seconded by Mr. Early that the matter be raised formally at the next Advertising Convention.

instead of Publicity Club. The opinion

Mr. Salter moved and Mr. Chadwick seconded that the code of advertising ethics adopted at the Wembley Convention be reaffirmed. This was carried unanimously.

## There is no need to make special goods for Holland. The Dutch like our goods as they are.

Your goods will sell in Holland. Let us show you how. It will cost you no more than the price of a post-card—you are under no obligation whatever.

- "Algemeen Handelsblad" (Amsterdam)
- "Nieuwe Rotterdamsche Courant" (Rotterdam)
- "Nieuwe Courant" "Het Vaderland" (The Hague)

"Wereldkroniek" (Holland's Leading Weekly)

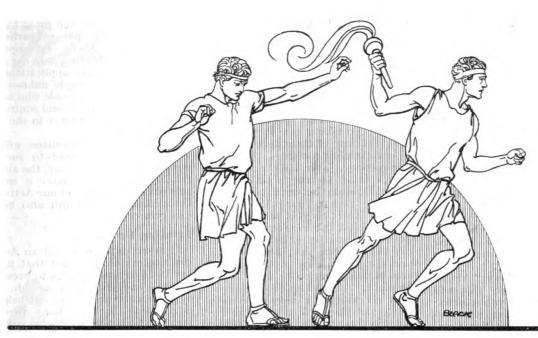
U.K. Representatives :-

THE OVERSEAS PUBLICITY & SERVICE AGENCY, LTD. 9, QUALITY COURT, CHANCERY LANE. LONDON, W.C.2.

'Phone: Holborn 5628.

Managing Director-G. D. YOUNG.

Telegrams: "Egyptadco."



## PROGRESS

VERY year that passes sees a growth in the volume of advertising.

And as the principles of sound advertising become more widely understood, so is the pre-eminence of The Times as an advertising medium strengthened and confirmed.

An unrivalled circulation among the people whose example determines the buying habits of the public—an influence with its readers that no other paper can command—explain the continued and growing demand of advertisers for space in **The Times.** 

THE ADVERTISEMENT MANAGER

PRINTING HOUSE SQUARE LONDON E.C.4

## Every Club Should Have an "Activities Committee"

What it Does-How it Does It-And Why it is Indispensable By Roy Hardy

Mr. Roy Hardy, chairman of the Publicity Club of London, made one of the most practical contributions to the Club Executives Session at Birmingham on Saturday. He makes suggestions which every Club should consider.

N reviewing the many activities of the Publicity Club of London, and having in mind my audience this afternoon, I thought I could not do better than tell you something about the very important committee we have functioning, that I think might well be copied by every other Publicity Club.

I refer to what we call our "Activities Committee." I feel this will interest you so much for two reasons: Firstly, because whatever else you have operating, an Activities Committee can usually be added, and will help on this other work; Secondly, because in reviewing the sometimes not too easy progress of younger clubs, I seem to see that certain essential elements are lacking in order to ensure steady development and permanent success.

### Growing Pains

We in London have had our growing pains, and I make bold to say that many if not most of these pains have been eliminated largely through the operation of this Activities Committee—always in the background, but frequently coming to the front to take matters in hand when differences occur.

What is an Activities Committee? It is a small committee of very active members of the club with at least one very live representative on the executive committee or council. It is a kind of emergency committee, or committee for taking in hand and knitting together the various elements that have to contribute towards some special activity, forward movement or development.

Our "Activities Committee" now stands by, watching everything that takes place in the club, keeping an eye on future arrangements and plans and meeting occasionally to discuss, and, after approval by the executive committee, put into operation various suggestions for increasing membership amongst the right people, and developing the club generally.

Let me be more specific in this matter. To take a case in point, an important part of their duties relates to our fortnightly meetings. Take our next meeting. We have Sir Ernest Benn coming to us to talk about the relationship between trade and technical papers, advertisers and agents. Now this is a meeting that might well fall flat were it not for the operation of our Activities Committee.

A meeting like this, as indeed all meetings, needs stage managing, and most of this needs to be done before the night. Our Activities Committee know all about the meeting coming along, and they will arrange to see that the three parties to the contract are well represented at the meeting, that the debate is contributed to usefully by the proprietors and executives of trade and technical papers, by advertisers themselves or their representatives and advertising agents who have dealings with this class of media. By this and other means put into operation by the Activities Committee to ensure the success of the night, it is hoped that something definite will happen as a result of this meeting, and that the accusation made in connection with club meetings that they are merely opportunities for letting off hot-air is no longer true.

### Looking after Speakers

That, of course, is only a small part of the work. They will also see that proper arrangements are made for stewarding and for receiving the principal speaker or speakers. They will see that special invitations are sent to people who are particularly interested in the subject of the night. They will also assist the Press secretary in seeing that in so far as he needs any help in ensuring adequate publicity being given to our proceedings in special media according to the subject under debate.

For the sake of brevity, leaving the actual meeting, an important function of the Activities Committee is to keep an eye on their mission, to devise

ways and means of keeping in touch with old members, rounding up those who are members of the club who seldom attend the meetings, those who come and enjoy and profit by the meetings, but are not so particular about paying their subscriptions within a reasonable time. In our case, they also investigate applications for membership from people unknown to us, and also see that people who would lend influential support and contribute in service and other ways to the club are invited to join us.

Our Activities Committee will be very active with regard to our big social function of the year, the annual gala. Although we have a special gala committee, some of our Activities Committee members will also be on this gala committee.

## Breaking Up Cliques

It is our experience that an Activities Committee, provided that it has the right personnel, helps to break up factions and cliques in a club. It helps to make people mix—it helps to clear away by its more personal contact with the members and the officers and various sub-committees many misunderstandings, for, after all, it is only misunderstanding that causes breakaways and disaffection in a club.

In 99 cases out of 100, where two members or committee men holding different view-points get together privately, they can compose their differences, and it is here that the Activities Committee is very active.

The moment a red light is seen in any direction, someone on the Activities Committee gets busy to bring people together or to see them, and to clear the air of any misunderstanding, any lack of knowledge, or generally to clear up anything that is causing distress or disaffection. These things cannot always be done by the chairman or secretary in an official sort of way, and at times, not even unofficially. An Activities Committee in this connection has the advantage of being able to stand apart and take a broad view.

An Activities Committee, then, is a kind of onlooker, seeing most of the game, but with the enormous advantage of being qualified to step in and take a part in the game as and when required.

Take my advice, and get an Activities Committee going right away. It will assist all your efforts and overcome as many difficulties for you as it has for us.





BIG NATIONAL ADVERTISERS who are newcomers to The Morning Post include the following:

of the Purchasing Public.

Austin Reed

Buick

Maypole

Darwin Blades

Mustard Club

Worthington

Home & Colonial Schweppes

Stratton-Instone

Rolls Razor

Drage

Roboleine

Scott's Emulsion

Brand's Essences Libby's Extracts

4711 Eau de Cologne

## Morning Post

THE COMPLETE QUALITY DAILY.

PERCY WATSON, Advertisement Manager, 346, STRAND, LONDON, W.C.2.

Telephone: CITY 1500

## Getting Facts in Market Research

The Elements Explained—Questionnaire or Personal Interview— On Using Statistics

By L. C. Blennerhasset

EVERY manufacturer who has to use the machinery of distribution to get his product into the hands of the consumer needs market research of one kind or another. I would go so far as to put it this way: every manufactured article must be considered unsaleable until it has been actually sold.

It will, I feel, be agreed that there can be few manufacturing enterprises in these islands that cannot advantageously apply the X-rays of market investigation to the production, distribution and selling of their products. Whether the product be a simple snap-fastener or a component for a railway engine, the fundamental principles of market research are equally applicable in the great quest for sales and still more sales.

## Knowledge Required

It is vitally important before planning an investigation to have a crystal-clear knowledge of the precise nature of the problem and of the facts we want to elicit. Theoretically this may appear to be the obvious starting-point, but I can assure you from personal experience that many firms have but a very ill-formed idea of the really weak points in their selling policy and find it difficult without some form of independent counsel to crystallise those difficulties.

Suppose a manufacturer wants to market an entirely new article for which he feels there should be a steady demand. Presumably he will already have acquainted himself with at least the basic facts relating to the market he proposes to enter. But he wants to know all the vital facts concerning the position—the extent of competition, the buying habits of "prospects," the trade view-point on the status and market strength of each rival manufacturer's lines, the trade terms, bonus schemes, special discounts, etc., planned by each firm, criticisms of packing and containers, and, above all, the distinctive selling-points of each branded and unbranded article. Nothing less than the complete market story is of any use to a firm about to launch a new line.

In his case the course is clear; he must have a thoroughly impartial and authoritative survey made before attempting to plan his sales policy or arranging

an advertising campaign.

Where, on the other hand, a manufacturer has been marketing an article successfully in certain areas but finds that for some apparently unexplainable reason his goods do not sell, or at least move ar too slowly in other districts, he has

to do some close thinking. It is not an occasion for guesswork—there is a reason—there may be many reasons—for his market weakness in specific areas. In such cases experience shows that the distribution generally wants the closest investigation on the spot. It is singular how often one finds this vital sales-factor to be the weakest link in the chain.

To get at the basis of the market problem one or two face-to-face conferences between the sales executives and the sales-force may be absolutely essential—or better still, because of the introduction of "outside" or impartial viewpoint, to take counsel with an independent specialist who can more often from his wider experience put his finger on the flaws in the sales plan.

Planning the investigation is the very corner-stone of an efficient and worth-while market investigation. The competent research man sits down and draws up a carefully planned schedule of every phase of his projected quest for facts. If he wants a real close-up of the dealer field he will chart every section of his ground, taking care to "attack" each district according to the status of its consumer-public. It is quite futile to "work" a high-class residential area on the same set of questions as would apply to a populous industrial district. Retail managers vary considerably in their make-up according to the class of business handled. Before setting out to cross-examine the wholesalers and retailers, very carefully prepared questions must be framed—in fact, they must in actual practice "be learned by heart."

## Starting with Wholesalers

It is a good method in field investigation work to begin with the leading wholesalers covering the area. Judicious questioning of wholesale authorities is a remarkably quick way of getting the "atmosphere" of the job—a most essential factor in the subsequent spadework to be accomplished among retailers and consumers. In fact, a good start in this way is a splendid foundation on which to base the mental questionnaire to be used at later stages—leading very often to a revision of the investigation plan previously mapped out.

And now we come to the real testingground on which market research stands or falls. Where can the market investigator turn for authoritative facts?

Where it is necessary in certain classes of market investigations to embody a brief but authentic history of the product, or some kind of reliable synopsis of its bibliography, the research man can turn to many accessible sources for that class of data. The British Museum, Patent Office Library, Science Library, London School of Economics Library, the Guildhall Library, the libraries of various City Guilds, are but some of the teeming sources one can readily recall in London. The remarkably fine series of authoritative publications issued by the Stationery Office are also a mine of facts and figures for the competent research man who knows how to use them. The official bulletins issued by many co-operative manufacturing groups or industrial associations are most valuable where they are procurable.

It can be said as dogmatically as one can express it that all worth-while sources of information on which the market investigator must draw have to be discovered de novo by the worker himself. This I know from much first-hand experience. In fact, it is just because the required facts are not ready at hand and call for systematic digging out and the exercise of much diplomacy and skill that all market research work worthy of the name is such a highly specialised job.

### Caution in Statistics

Statistics and all classes of official digests of figure-returns have to be used with the utmost caution by research workers. It will be found somewhat frequently that the method of presentation or classification of official statistics is almost useless for the real purpose of a market investigation. Census material on industrial activities is notoriously limited, and the available data is much too broad in scope to be of much practical value for current problems. In any case much of this class of material is seriously out of date and cannot be intelligently applied, except as an historical starting-point perhaps, to the needs of marketing problems as they arise in practice.

I am aware that sales executives have conflicting ideas as to the respective merits of the questionnaire and the personal interview in eliciting information in market research work. The most experienced research works in this country and in America will unhesitatingly plump for the personal interview system. It is the plan that I personally have found to be the sounder and to give the most authoritative results. It is a most difficult task to prepare a fool-proof, unambiguous, and straightforward questionnaire to be used through postal channels. I am not to be taken as sweepingly decrying the questionnaire method—far from it. I know of a most important investigation at present being conducted in part by the use of the postal questionnaire, and if I were at liberty to disclose the nature of the proposition you would recognise how discriminatingly it is being used and with what carefully thought-out safeguards.



At the Hub of Industrial Wealth

Baily Bispatch

EVENING CHRONICLE





## **MARKETING**

When marketing all goods of personal and home use Mather & Crowther Advertising aims particularly at the woman who is not housekeeper, merely, but homemaker as well. She it is who devotes time, effort and money to constant improvements for the benefit of her home and her family.

And having reached her, Mather & Crowther Advertising has reached the real market for most products. Further the cost of reaching this compact market is low, because the woman's interest in home and personal improvements is high.

We cordially invite those interested to call and examine personally the opportunities provided by the Mather & Crowther Organisation

## MATHER & CROWTHER LTD

Modern Advertising

10-13, NEW BRIDGE STREET, LONDON, E.C. 4

## Ad. News in Brief

Increased Sale of Empire Goods—Poster Work of Ethelbert White
—Large and Small Community Advertising

### Change of Name

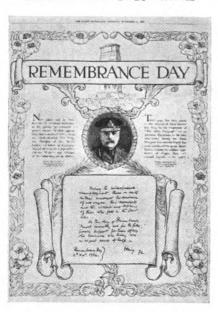
The Leicester agency hitherto known as the Bree-Pearson Studio will now be styled Bree-Pearson Services (Advertising).

### A Disclaimer

Brockhurst Studios wish it to be generally known that they are in no way connected with or financed by any printer, advertising agent or blockmaker.

### \_\_\_\_\_\_

TALKED OF THIS WEEK



The whole page given by the "Daily Telegraph" to the Earl Haig appeal on Armistice Day

## Rate Reduction Campaign

An advertising campaign for the reduction of the City's high rates has been launched by the Norwich Chamber of Commerce.

## 3,091 Posters for Yarmouth

Mr. L. Rump, publicity manager of Yarmouth, stated last week that, during the past year, 50,000 guides had been distributed, and 3,091 picture posters were displayed at railway stations and in 44 districts. Newspaper advertising commenced in May, and continued until the end of June. 20,000 people had availed themselves of the services of the Information Bureau. A suggestion was made that Yarmouth and Lowestoft should combine to advertise the herring industry.

## Advertising Irish Woollens

At a meeting of the Irish Woollen Manufacturers held in Dublin, the chairman, Mr. W. Cronin, of Dupsey Mills, Cork, stated that the co-operative advertising scheme on behalf of a number of Irish mills had already been very successful. The tariff of 15 per cent. on imported blankets had, he said, produced very successful results.

## A.A. Sale Approved

At a largely attended extraordinary meeting of the shareholders of the Amalgamated Press (1922), Ltd., on Wednesday, a resolution approving the sale of the company to Graphic Publications was passed.

Sir George Sutton, who presided, stated that the Board held proxies in favour of the scheme to a total of 2,362,361 out of the total shares of 2,717,716.

The present directors would be included on the board of the new company with certain directors appointed by the new comers. The present shareholders would have the privilege of subscribing to the new company, the capital of which would be issued in  $7\frac{1}{2}$  per cent. preference shares.

## Death of Mr. Slaughter, Jun.

It was learned with great regret in Fleet Street at the end of last week that Mr. Fred Slaughter had lost his father who had, for many years past, been a well-known Fleet Street man.

### Rate Cards Wanted

Victoria Advertising Service, 13, Victoria Street, Westminster, S.W.1, ask for rate cards, particularly of provincial papers.

O'Connor Complete Sales Service, Russell Chambers, Covent Garden, W.C.2, ask for rate cards and specimens of all publications.

### More Empire Goods

A direct result of the introduction of greater Imperial preferences is shown in the report for 1925-26 of the Commissioners of Customs and Excise. The following is an interesting table showing the proportions of the total imports of the products named supplied from Empire territories and foreign countries respectively:

|            |      |         | Empire. | Countries |  |
|------------|------|---------|---------|-----------|--|
| Rum        |      |         | 94/7    | <br>5/3   |  |
| Other spin | rits |         | 63/1    | <br>36/9  |  |
| Total spir | its  |         | 60/8    | <br>39/2  |  |
| Wine       |      |         | 6/3     | <br>93/7  |  |
| Tea        |      |         | 87/1    | <br>12/9  |  |
| Cocoa      |      |         | 91/9    | <br>8/1   |  |
| Coffee     | •••  | • • • • | 49/9    | <br>50/1  |  |
| Sugar      |      |         | 22/6    | <br>77/4  |  |
| Currants   |      |         | 10/5    | <br>89/5  |  |
| Raisins    |      | • • • • | 36/4    | <br>63/6  |  |
| Tobacco    | •••  | •••     | 10/9    | <br>89/1  |  |
|            |      |         |         |           |  |

### A Competition Note

It is understood that the closing date for the competition announced on page 265 of last week's issue is December 1.

### Advertising Bexhill-in India

With a view to attracting people coming from India to England, the Corporation of Bexhill-on-Sea, acting on the advice of their publicity adviser, Mr. W. P. Watkins, have arranged to send a continuous supply of copies of "Bexhill Illustrated" to the Information Bureau connected with The Times of India, and also to the office of The Times of Ceylon. A series of advertisements has also been contracted for to appear in the papers named above commencing early in December.

### 1,725 Inquiries for Guide

At the Penzance Town Council meeting, last week, it was mentioned that the G.W.R. Co. had inquired what result was attributable to combined efforts of the Council and the Company in advertising. The Town Clerk stated that in the year ended October last he had received about 1,725 applications for the town guides.

### Not His First Work

In Advertising Display last month, Mr. J. G. Gray, in "The Month on the Hoardings," suggested that the pictures designed by Mr. Ethelbert White for the Southern Railway were his first advertising work. We learn that this is not the case. Mr. Ethelbert White did a series of delightful drawings in colour for "Shell" in 1923.

### Runner Advertises a Drink

The photograph below shows C. W. Hart, the world-champion long-distance runner, during the run which he made on six consecutive days from Southampton to Bournemouth and back, a total of over 360 miles. During the whole of his run Hart had no refreshment except a branded drink, the advertising of which is handled by the Eddy Douglass Adver-



tising Service, Southampton. This feat was accomplished by Hart a few weeks ago at the age of 62. The Eddy Douglass Service were advised of the run on a Friday, and the lettered sides on the van shown in the illustration were designed, painted and in place early on the following Monday morning.

## Belfast Telegraph

HAS AN INTERESTED AUDIENCE FOR EVERY ADVERTISER.

## The Observer

THE OLDEST AND GREATEST SUNDAY JOURNAL

THE OBSERVER is at once the leading Sunday paper and the foremost weekly The last twenty years have seen a great many changes among English newspapers, some good and some bad. None of them has been more conspicuous than the steady progress of THE OBSERVER to a position unrivalled by its contemporaries. It has gained this by independence and patriotism, breadth and force. It has become the rallying-point of all who like to read honest opinion, and not dictated or machine-made views. All that THE OBSERVER prints is the outcome of knowledge and conviction. It flatters nobody. It studies no convenience but the public's, and it does not call even the public right when the public is wrong.

1791 1926

## Your **Printing** pays for itself

If you buy it at The **HOTSPUR PRESS** 

If you have always looked upon printing as an expense, prepare to regard it as an investmentas a means of securing a large return on a small outlay. Printed matter that has been prepared by Percy Brothers gets business, far outweighing its cost, by reason of its aptness, forcefulness and salesmanlike appeal. Take advantage of Percy Brothers' printing service—get skilled assistance from the start.

This letter will interest every user of printing:

London, W.C. 1. 12th August 1926.

Dear Sirs,

I am enclosing copy of a fullpage advertisement in the "................................." (September issue).

It is my intention to have the same matter in several other Service Journals, and as your Printers set the matter out better than any of the other folk, I should be greatly obliged if you would be so good as to arrange for 20 proof copies to be sent to me. I can then utilise these as a guide to the other printers. If there is any additional charge, please let me know.

Yours faithfully,

Yours faithfully.

BROTHERS, LTD. THE HOTSPUR PRESS,

Whitworth St. West. MANCHESTER

Telephone: Central 6894/5.
Telegrams: "Hotspur, Manchester."

London Office: 17c, Fleet Street, E.C.4 Telephone: Central 7641. Telegrams: "Jonagont, Fleet, London."

## The "Star" Twinkles More **Brightly**

Mr. H. Simonis on the New paper-Big Reader Changes

LTHOUGH he admitted that he And been working harder than at any time during the last twenty years, Mr. H. Simonis, director of the Star, was quite willing to tell an ADVERTISER'S WEEKLY representative on Monday morning the inside story of the

paper's enlargement and improvement.
"It is many months since the Star announced to its readers that it would be enlarged," he said, "but the long interval was due merely to the fact that big preparations had to be made. A bigger paper necessitated bigger premises, bigger plant, extensions of the machinery for distribution, new type and so forth, to say nothing of the arrangements for additional features.

"The interests of the advertisers have been carefully studied. In enlarging the size of the column we have maintained our page rate and have maintained our page rate and have merely adjusted the column price proportionately. Advertisers will now be receiving not only better facilities for display, but the benefits of the increases in sales which a big advertising campaign should produce.

Interesting the Woman

Another point which it is important to stress is that this is primarily a reader We are out to give the reader the best evening paper possible—handy in its size, attractive in its make-up and with a host of bright features in addition to the news of the day, which will make the Star the ladies' evening home journal. We are out for bigger sales which will mean bigger value for advertisers."

It will have been noticed that the woman's page of the new Star has been edited this week by Heather Thatcher, an actress with an immense following.

Mr. Simonis divulged to the WEEKLY

that the editress next week would be Margaret Bannerman, followed again by Fay Compton, and other talented actresses. Thus an intense woman reader interest is assured, for these actresses will tell the secrets not only of their clothes, but of their charming personal

appearance.
"We are not increasing the size of the Star merely to provide room for more advertisements," added Mr. Simonis. "Much as we appreciate the fact that the support

of advertisers enables us to produce the value we offer, we shall have very little more space to give them than hitherto. They will, therefore, receive better and more prominent display instead of being included in a mass of advertising, which no doubt the sales of the Star rate would produce if that were our main object.



The new "Star" bill, printed in 19 colours, which has attracted much favourable comment

This fact shows the necessity for booking space in the Star well ahead because it seems quite certain that the demand for space will be greater than the amount which we can offer. For a considerable period many columns daily will have tobe omitted for want of space to accom-modate them."

Two pages of pictures and a new serial—
"The Squeaker," by Edgar Wallace—wilf be two of the interesting features, while the City page is being enhanced considerably.

## Fleet Street and Advertising

430 Guests at a Memorable Function-Night of Surprises and Delight

HE Fleet Street and Advertising Club held their annual gala night at the King's Hall, Holborn Res-taurant, on Friday evening, and it was an unqualified success. The members

and their guests numbered 430.

An unusual "stunt" was worked by the Entertainment Committee. When the President (Mr. E. W. Folkes) and his wife had been received into the hall and had taken their cents a minetal troupe had taken their seats, a minstrel troupe (comprised of members of the Club) entered and greeted them with a song and chorus "The Old Folks at Home." Dinner was then served, during which the

"Rosebuds" Juvenile Entertainers gave a Cabaret Show.

Dinner over, the floor was cleared and dancing commenced, Mr. S. G. Coram acting as M.C. There was a very varied display of fancy dress and the judges had

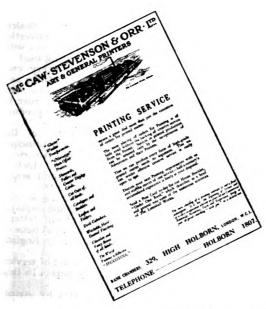
great difficulty in awarding the prizes.

The winners finally were—Ladies:
First Prize, Mrs. U. B. Walmsley; Second Prize, Mrs. Luxmore; Third Prize, Miss Green; Fourth Prize, Mrs. S. D. Nicholls. Gentlemen: First Prize, Mr. F. Gooding; Second Prize, Mr. S. A. Willmott: Third Prize, Mr. J. Kelly; Fourth Prize, Mr. U. B. Walmsley.

## M. CAW-STEVENSON & ORR . L... ART & GENERAL PRINTERS



Use your Printer and discuss your proposition with him. Merely to instruct him is not always to get his best, and, logically, the customer is not getting full value if he does not use the expert service at his disposal.



## "GLACIER" WINDOW TRANSPARENCIES

As the original Patentees of the "Glacier" Window Transparencies, we have acquired an experience in their manufacture which cannot be equalled by any other House.

For more than forty years we have been producing "Glacier" Transparencies for the principal Advertisers of Great Britain, and also for prominent Advertisers of the chief cities of the WORLD.

Brilliant in colour and in finish, "Glacier" Transparencies are a permanent and forceful means of publicity—moreover, judged from a competitive standpoint, they are inexpensive, and more so if judged from the standpoint of quality.

We have a staff of skilled Artists, and can produce up-to-date designs for any class of Advertising. Given the opportunity of discussing your proposition, we would willingly prepare suggestions and quote prices.

Send a post-card to-day for our House Booklet: "Under One Roof," which describes in a brief and general way some of the numerous activities of the Linenhall Works, and with which we shall forward a specimen Transparency.

BANK CHAMBERS, 329, HIGH HOLBORN, LONDON, W.C.1.
TELEPHONE HOLBORN 1807.

## Practical Poster Contractors

IF YOU employed someone to buy machinery, would you not prefer that he be a practical engineer, rather than someone who knew nothing about machinery except the price?

Similarly, if you are going to use Posters, will it not be wise to employ the billposting contractor with the longest practical experience?

The Sheldon family have been practical billposters for three generations. Sheldons Ltd. control all the best billposting sites in the busy West Riding of Yorkshire. They are the Service Poster Advertising Contractors for the whole Kingdom, including London.

Let your Poster Advertising be handled by practical men.



Service Advertising Press and Poster

Sheldon House Queen Street **LEEDS** 

BCM/4 ADS

## Service that Publishers Can Give Advertisers

How to Assist in Developing New Markets-Six Ways to Help By E. H. Tillett (Manager "Leeds Mercury")

WENTY years ago a newspaper sold white space to advertisers.

To-day they sell white space plus service. In this country service by newspapers to advertisers has not been developed to the same extent as in the United States of America, yet both in London and the Provinces the tendency for advertisers to ask for information, and the desire of newspapers to assist, is certainly growing. The object of this certainly growing. The object of this article is to examine the various forms of newspaper service, the majority of which have their source in the United States, to suggest those likely to be the most helpful to advertisers in this country, and to give a few details of the service at present offered by the British Press.

Excessive

It may rightly be imagined that the growth of newspaper service has brought with it demands inclined at times to be We had an instance in Leeds excessive. a little while back in the case of a firm of manufacturers who asked for the names and addresses of several categories of professional men and institutions (educational and others) in every town throughout Yorkshire. That was a large order which could not have been fulfilled except at the cost of considerable trouble and money. The information would have taken weeks to compile, and might not have been required again for a long time. As a matter of fact the offer was made to supply lists in respect of Leeds and Bradford only. These lists occupied 40 pages of foolscap, and maps were furnished showing the residential areas, the artisan districts, and the poorer

There was another case of a firm of advertising agents who wrote stating they were getting complaints from a client that his advertisement was not

showing results.

Could the newspaper discover the reason? The agents said they suspected reason? The agents said they suspected something was wrong with the sales organisation. The reason was soon discovered. The distribution was bad in the first place, but, worst of all, the trade in his class of goods was confined to a particular season, and no amount of edvertising would have said the goods.

of advertising would have sold the goods at that time of the year, even if the retailers had been persuaded to stock.

During recent years merchandising service has presented itself as a real problem to newspaper men in America, and in an effort to develop a solution. and in an effort to develop a solution, the secretary of the Association of Newspaper Advertising Executives in the United States recently sent a questionnaire to 165 large buyers of newspaper advertising space as to the nature of the services they would like from the merchandising department of a newspaper. The result revealed an astounding waste in expenditure by some newspapers for service that was regarded as being of negligible value to advertisers. These 165 buyers of space indicated the following as the services that could best be rendered them:

- —General trade statistics. -Specific market surveys.
- -Trade route lists.
- -Selling dealer tie-up advertise-

5.—Publishing dealer paper.6.—Letters of introduction to the

trade. Having regard to the present position of newspaper service in this country, it may be of interest to some newspaper executives to examine these items of service which appear to find favour in America and to gauge their degree of usefulness to our own national adver-

General market statistics, right up to date, should be available in the office of every live newspaper, quite apart from the department of newspaper service. These statistics in regard to population, rents, shopping facilities, rates, transport. numbers of tailers, etc., are required by your advertisement salesmen every day and they are as essential to the advertisement department as to the advertiser.

Helpful to Both

Specific market surveys refer to the compilation of data on the relative position in the market of various competing brands and other information of a nature applying only to a specific market field. Here again is a form of service almost as valuable, relatively, to the newspaper as to the advertiser. The advertisement salesman who can discuss with the manufacturer the latter's difficulties in marketing his goods will obviously possess an advantage over his competitor who has merely called to sell white space.

Trade route lists are hardly likely to be so much in demand in this country, except perhaps in towns the size of Manchester, Birmingham, and Leeds, where lists of retailers and wholesalers, prepared with a view of saving time, might prove helpful to the manufacturer's salesmen. The advantage of such routes, when they are once prepared, is that they can be of use to other advertisers.

Selling tie-up advertising to dealers consists in getting retailers to advertise in their local papers in conjunction with a national campaign. A good deal of such business is placed here every year on a 50-50 basis, the manufacturer and the retailer sharing the cost. In such cases it is usually left to the retailer to recommend those papers likely to produce the best results.

A letter of introduction to the trade is the last of the six principal forms of service voted by American national advertisers, and one which I imagine would not, in its literal sense, be welcomed by the English Press

Other forms of merchandising service include:—Arranging for window displays, engaging salesmen, sending out letters, distributing counter displays, but none of these is likely to be offered by English papers.

Of equal interest is the kind of service that is being rendered by papers in this country.

I propose to indicate this by giving brief particulars of service offered by a few representative newspapers, both London and provincial.

The Times possesses a service depart-ment, primarily established in con-

(Continued on page 288)







"The Farmer & Stockbreeder" is the journal to which every farmer turns as a matter of course for guidance, information and advice. It is read not only by nearly every farmer, but by his wife, sons and daughters—and the influence and authority that attach to its editorial columns are reflected in its advertising.

Advertising in the FARMER & STOCKBREEDER has been proved to be unusually productive, because the community it serves comprises an excep tional proportion of buyers by post—BUYERS OF ADVERTISED GOODS.

For everything for which there is a demand from the towns there is the same and even greater demand from the countryside, from farmers. MORE Motor Cars, Motor Cycles, Bicycles than Townsfolk; MORE lamps, stoves, lighting and heating plant; MORE means for home amusement wireless, gramophones, musical instruments, indoor games; MORE good boots and good clothing.

You can be sure that your message in the FARMER & STOCKBREEDER will have the fullest attention—that, in a double sense, it will go "right home." For the Farmer's place of business is also his home—and the FARMER & STOCKBREEDER covers both the farming interests of the Farmer and the domestic concerns of his wife—in its well-known "Home Section." And because it is what it is, it is a journal that is read from cover Section." And because it is what it is, it is a journal that is read from cover to cover, and retained. Its editorial contents "sink in"—its advertising announcements likewise "sink in"—and yield a remarkably high percentage of results to advertisers.

This Advertisement bas been written and designed by

SELLS, Ltd., 168, Fleet St., LONDON, E.C.

Phone: Central 7651





Guaranteed net sale over 100,000 copies weekly. Price £80 per page.

For full particulars write to the Publishers:

MACDONALD & MARTIN, Ltd., LENNOX HOUSE, NORFOLK ST., STRAND, W.C.2



TC

## **ADVERTISING MEN**

A Call to New Zealand

THE JOB.

Owing to extension of business and our determination to secure the very best talent available, our Head Office at Wellington seeks the services of a really first-class Copy man, capable of taking charge of our National Copy Department. The position carries a good salary and prospects of high executive position.

The man required must THE MAN. be strong on sound selling ideas, a convincing writer and a master of layout. He will collaborate with a staff of 11 artists and several writers, whose work he will superintend. He must combine versatility and originality with energy and unimpeachable personal character. Alternatively to the above, applications are invited from men who have specialised either in layout and typography or in copy writing.

THE FIRM. The firm of over 70 persons is the oldest and largest advertising agency in the Dominion, conducting the majority of important British campaigns. Our branches in Auckland, Christchurch, and Dunedin in addition to our Head Office at Wellington entail numerous highly paid executive positions. Conditions of work in our own building, Publicity House, are on the most

Advertising in New Zealand is on a high plane; indeed, Agency men in this country and in America have said that much of our newspaper work is comparable with the best being produced on this side of the world.

modern lines.

Applicants write full personal particulars and details of business accomplishments, enclosing specimens of work, and giving personal references, to

W. L. CHAPMAN, Director,

## J. ILOTT, Ltd.,

Temporary Office:
SENTINEL HOUSE, SOUTHAMPTON
ROW, LONDON, W.C.1.

## PUBLISHERS & ADVERTISERS—(cont. from p. 286)

nection with the important supplements issued from time to time. These supplements deal sometimes with a foreign country and sometimes with an industry, and a large number of the business firms who take space in these special supplements are not practised advertisers employing the services of an advertising agent. The service department of The Times renders them assistance in the preparation of their copy and blocks. But before offering this service it is always first ascertained that the advertiser does not employ an advertising agent. In answer to the query contained in the title of this address, "To what extent should publishers assist advertisers in the development of new markets?"

Mr. Akerman of *The Times* replies:

—"To any extent that would not conflict with the normal business of bona-fide advertising agents."

### Market Conditions

To take another well-known paper, the Daily Express. Here we have a statistical and research bureau established to supply, as far as possible, information that merchants and manufacturers may desire to know on questions affecting market conditions, prices ruling, tariffs, probable demands and all such details as are necessary before a product can be marketed successfully.

Another London newspaper undertakes market investigations in connection with the advertising of new branded lines, prepares preliminary selling schemes, and gives service in the preparation of copy, lay-out, and design to new advertisers.

The Yorkshire Post and its associated publications possess an advertisement service bureau established to provide both advertisers and advertising agents with material assistance in planning campaigns in the north of England. This department has just issued an illustrated brochure containing carefully compiled facts and figures which should prove exceedingly helpful to advertising men. The main lines on which the service bureau of the Yorkshire Post is run is in the direction of supplying general trade statistics, and every inquiry of this character is dealt with as fully as possible.

Neither the Manchester Guardian nor the Birmingham Post offers any definite service to advertisers in the sense I refer to.

## Specific Information

Another well-known provincial paper, which has no established service department, undertakes to provide certain particulars which usually take the form of specific information regarding the possibilities of marketing any given commodity in the territory covered by the newspaper in question.

One of the most active service organisations in the country would appear to be the Trade Intelligence Bureau of the Nottingham Guardian, which sets out:—

1. To give information to British manufacturers and producers on all matters relating to Trade and Commerce in foreign countries, British Colonies and Dependencies.

2. To advise manufacturers abroad on all matters which may assist in the creation and development of trade in Great Britain as a whole and particularly in the Midlands.

3. To afford inquirers information as to Trade Marks and the manufacturers of patented goods, branded articles, and specialities generally. Here we have a form of service in which the word "advertiser" is not even mentioned, yet the policy would appear to be a wise one, for the manufacturer who inquires to-day may be the advertiser to-morrow. This particular bureau was opened on January 1, 1925, and I am informed that up to date 3,000 inquiries have been received and dealt with.

Going farther south, Mr. Webber tells me that the Western Mail has a service department which is placed unreservedly at the disposal of advertisers, and that they do all they can to help and encourage them, not only in the preparation of their lay-out but in the actual merchandising and selling of their goods. Small advertisers are often nursed in this department, and many business houses, drapery stores and such like are assisted in the preparation and pushing of special lines, which in the retail trade is the base of successful advertising.

### The Cost

Efficient newspaper merchandising service will cost money, and it will not produce a direct return. It should produce better results, and this will bring a greater volume of advertising. But good service will have to be included in the advertisement rate. The cost cannot be passed on to the agent or the manufacturer, and, since this is the case, the activities of the service bureau should be confined to those functions that the newspaper can perform cheaper, or more efficiently, than the advertiser can do for himself.

An offer of service should never be allowed to become the principal sales argument in soliciting national advertising. Circulation, quality, as well as quantity, character, and prestige, the fundamental factors that determine advertising results, must always come before anything else.

Service that is offered to the new advertiser should always be available for the old. The whole idea should be to bring the newspaper and the advertiser close into touch one with the other, though in no case should the department in any way interfere with the regular functions of an advertising agency.

## Roy Hardy-Cedric Pearson

Roy Hardy, Limited, have taken over the Cedric Pearson Advertising Service, and Mr. Cedric Pearson has joined Roy Hardy, Ltd., in charge of the copy department.

### Type Book Competition

In connection with C. & E. Layton's type book lay-out competition, the first prize of the gold watch has been awarded to Mr. H. W. Grigsby, of Holford Bottomley, Ltd., and the three other prizes to Mr. W. H. Butler, of Saward, Baker & Co., Mr. W. T. Moss, of Thomas Russell, and Mr. H. O. Gugenheim, of W. S. Crawford, Ltd. There were over two hundred suggestions sent in, and every one of the competitors will receive a specially bound copy of the type book when it is published in the New Year.

### Mr. Wardle-Robinson Resigns

Mr. A. Wardle-Robinson has resigned his appointment as publicity director to the *Daily Express* and *Evening Standard*. After a brief holiday, we understand he is to be advertising advisor to an important group of manufacturers. Correspondence can be addressed to him at 2, Crane Court. Fleet Street, E.C.4.

## FACTS

## that help you to advertise economically

EACH week approximately 12,000,000 Sunday newspapers are sold in the British Isles. They have an average advertising rate of 2<sup>1</sup>/<sub>4</sub>d. per inch per thousand copies.

In the NEWS OF THE WORLD, each issue of which accounts for more than a quarter of this total, you can get space for three-fifths of one penny per inch per thousand copies, which is the lowest advertising rate in the world.

This proportion of the Sunday advertising field does not differ from the remainder in any way. It has the same mental make-up, the same desires, the same buying habits, the same average purchasing power. Whatever you have to sell, you have the same proportion of prospects in this more - than - three - millions as amongst the rest.

Here then is a vast market of average people; that you can reach effectively at very-much-below-average cost.

THE

## NEWS OF THE WORLD

Net Weekly Sale greatly exceeds 3,000,000 copies

Advertisement Dept., 6, Bouyerie Street, London, E.C.4.

# EMPIR

is a nationally circulated news of the highly-paid skilled mechange of the highly-paid skilled mechange of the highlighten of t

More than sixty per cent. of the advetisers in Empire News are mail-ord advertisers. More than eighty p cent. of its advertisers use spacontinuously. Do you ask bett testimony to the pulling power Empire News?

# EMPIR: It pulls—and

Tallis House, Tal & Withy

# NEWS

r enjoying the staunch support he craftsman, and their families. s you will understand its appeal newspaper having exactly these he man who lives largely by his 'cheap.' Its public constitutes

very week Empire News constitutes mail-order catalogue to which its laders refer and from which they lider. It reaches all the towns in litiain. It is particularly strong in le Midlands and the North. The rate £5 per single column inch.

# NEWS

ills—and pulls

et, London, E.C.4
Manchester.



ROYAL 5924-5 Phone:

Wm. POPPER and CO., LTD. 128-9, GT. SUFFOLK ST. LONDON, S.E.1

# WALLISS SPECIAL OFFER OAK ROLL TOP DESKS



Finely Figured Oak low ROLL TOP DESK. Superior make. Fitted with 7 Drawers and flap, Automatic locking. Sliding writing Base. Size 4 ft. 6 ins. wide, 2 ft. 4 ins. deep Extraordinary value.

WALLIS'S SPECIAL PRICE \$9:9

T. WALLIS & Co., Ltd. **HOLBORN CIRCUS, E.C.1.** 

# Letters From Our Readers

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

**Dutch Net Sales** 

SIR,—On reading the issue of your paper of November 5 I find that you mention on page 192 that important Dutch papers, such as the Nieuwe Rotterdamsche Courant and the Algemeen Handelsblad remain uncontrolled as to the number of their

I take the liberty to observe that in a little country like ours the "standing" of a paper is far more important than in larger countries. The Algemeen Handels-blad and the Nieuwe Rotterdamsche Courant are read financially and intellectually by the best class of people in Holland and have an unequalled reputation for their reliability and sincerity.

I hope this will make you understand that in a small country advertising has its own problems and cannot be compared with the results or desiderata of advertising in larger countries.

G. RICHTER.

Amsterdam-Oost, Copernicusstraat 5.

The Longest Run

SIR,—Replying to your correspondent, "Historian," it may be of interest to mention that an advertiser has appeared in the columns of the Spectator for a longer period than quoted by him.

Messrs. Liberty, the well-known Regent Street house, commenced advertising with us on December 11, 1880, and have continued weekly with the same size advertisement to this day, with, of course, the exception of the strike issues. Many continuous (not consecutive) Spectator advertisers, dating considerably further back than 1880, could be quoted, but suffice it to say 46 years' unbroken advertising is a credit to any paper.

H. S. JAMES,

The Spectator, Ltd., Advertisement Manager.

Dots and Commas Sir,—Mr. Wilfrid W. Tisbury began his article on the above subject with the observation that "There is an art of punctuation which is not in the textbooks," and then proceeded to propound this art exactly as though he were writing with Mr. J. C. Toohill's recent book, The Art of Advertisement Copy Writing, open before him. Under the heading Points of Punctuation, the whole of the qualities mentioned by Mr. Tisbury are explained and exemplified in this book.

But when he tilts his lance at the traditions of punctuation Mr. Tisbury comes a nasty cropper. He states that no man says "Hallo, old boy"; he says

Hallo old boy." I should love to hear Mr. Tisbury, or anyone else, say the latter—it is a physical impossibility. The nearest that can be got to it is "Hallold boy." The concurrence of the vowels at the end of "Hallo" and the beginning of "old" create what is known as an hiatus or chasm which cannot be bridged without a pause. This is another example of a little knowledge being a dangerous thing. Grammar is merely the logic of writing. If Mr. Tisbury will examine any other of these "stultifying conventions," he will find it is based on reasoned laws hammered out through centuries of intelligent criticism. These laws existed the property of the control of the cont before advertising was thought of; they are as immutable to-day as they were then; and when the last advertisement

copy-writer pens the last advertisement in an age sufficiently enlightened to require no further advertisements, he will punctuate it according to these same laws. ERITAS.

" Overtime "

SIR, — In a recent issue of the Advertiser's Weekly," is a protest by "Time is Money" against the phrase in an advertisement which appeared recently in your journal—"Willing to work any hours required." Might I suggest to your reader that sometimes these strangely worded advertisements are not meant to bring replies?

It is sometimes necessary to apply eyewash where jobbery is going on which would not be countenanced by the head of the firm. In other words, it not infrequently happens that a job is filled before it is vacated, but a pretence of advertising for a new incumbent is gone through "for diplomatic reasons."

The writer knows personally of one such case within the last week or two. A resignation was "procured" simply to create an opening for which there was a known waiting list of one.
"VERB. SAP."

" British Goods "

SIR,—Our corresponding organisation in Canada has drawn attention to the possibilities of harm to inter-Empire trade relations arising from advertisements which boldly define "British" goods as goods made entirely in the British Isles.

The trade organisation responsible for

such advertisements holds that this definition is warranted by the general use of the adjective "British," in this country, to denote products of the United Kingdom. On the other hand, patriotic manufacturers in the Colonies naturally feel that it implies that they are not British.
We recognise the difficulties due to the

absence of standard conditions governing the use of patriotic labels, and that this problem is receiving the attention of the highest authorities. Our object in referring to the matter is to suggest that until these difficulties have been overcome and standard definitions determined, advertisements of the character referred to may have results altogether contrary to those aimed at.

H. T. HUMPHRIES, General Secretary

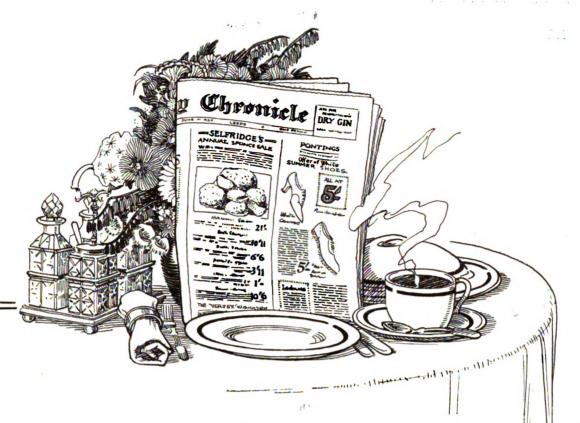
The Incorporated Society of British Advertisers, Ltd.

The E.M.B. Campaign

Sir,-I do not know whether I am expected to answer the letter which my friend Col. Hutchison contributed to your columns last week, the language of which seems, if I may say so, unnecessarily offensive. At the risk of continuing to annoy your correspondent I must admit that I do unrepentantly prefer advertising policies which permit of early experiment, and that general background schemes do appear to me weak.

But then, you see, my point of view is so limited: I never can see the use of advertising that is not going to pay a profit to the advertiser. It is not my experience that vague ideas about background and schemes that do not "permit of early experiment" pay a profit to anyone but the advertising agent.

THOMAS RUSSELL.



# In time for breakfast —all over the Country

PRINTED simultaneously in London and Leeds "THE DAILY CHRONICLE" offers the latest possible news service to readers all over the United Kingdom and Ireland—from Inverness to Bristol and from Dublin to Hull—BY BREAKFAST TIME.

"THE DAILY CHRONICLE" affords advertisers the entire Country as a territory for advertising.

Nett Sales. The nett sales certificate as issued by the Auditors, covering a period of twelve months, from Jan. 1925 to Jan. 1926 (taking the bad seasons with the good) is 948,700.

Sales and Advertising Executives
are invited to send for the 36-pp. Booklet of reprinted articles entitled "The World Race for Trade"
which have appeared in "THE DAILY CHRONICLE." These articles contain a survey of the
markets of Great Britain, United States of America, Germany, France, Belgium, Holland, Italy
and Spain.

# The Daily Chronicle

LONDON: Fleet St., E.C.4

Telegrams: "Muniarc Fleet Lon.on."
Telephone: City 9330.

Andrew Milne

Advertisement Manager

LEEDS: 34, Trinity Street

Telegrams: "Unalloyed Leeds."
Telephone: Leeds 26222

# Facts First!

SINCE 1909 I have been digging out facts and figures.

For the last nine years I have been at the elbow of an advertising and sales manager of international reputation. It has been my job to find out all that an able chief has wanted to know to guide or modify his policy. I have extracted information from Government Departments. I have discovered lines of least selling resistance. I have studied retail distribution and consumer-demand. I have analysed the significance of the results and from time to time have taken charge of general business-promoting propaganda.proprietary and mail-order.

I believe few English advertising men have so many successful pieces of market research to their credit.

I have dealt with campaigns for food stuffs, hardware, textiles, vehicles, and technical products, the sales of which have been increased at home and abroad.

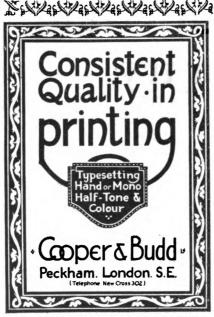
My chief says that I can write good copy. If so, it is, I believe, because I have always sought to think constructively.

++

In January, 1927, I shall be available to take charge of promotion work for a manufacturer or advertising agent.

++ Salary desired: £800. A part time offer would be entertained.

Reply to G.B., c/o Frank Colebrook, 146, Fleet St., London, E.C.4



FREE GIFTS. BEST SOFT TOYS

Illustrated Catalogue on Request-MANUFACTURERS, Est. 1914 THE TEDDY TOY CO. 45, GOLDEN LANE, E.C.1.

FREE ON REQUEST-Large reference chart of hand-drawn lettering

CASTUDIO LTD. 19. Russell Chambers, Covent Garden. W.C.2.

# NOTES

# WHAT'S ON

Publicity Club of London, Hotel Cecil, 6.30 p.m., Special General Meeting. 7 p.m., Monday, "Adver-tising in the Trade and Technical Press," Sir Ernest Benn.

Leeds, Queen's Hotel, 8 p.m., to-night (Friday), "Free Publicity —An Editor's View," Mr. A. Clayton.

Regent, Slater's Restaurant, Kensington, 8 p.m., to-night (Friday), Masked Revel.

Cardiff, Royal Hotel, 1 p.m., uesday, "Publicity—Its Uses and Tuesday, "Publicity—Its Uses and Abuses," Capt. Arthur Evans, M.P. Glasgow, Grosvenor Restaurant, (Friday), "Some

1 p.m., to-day (Friday), "Some Aspects of British Broadcasting," Mr. G. L. Marshall.

Birmingham, Imperial Hotel, Wednesday, "Why Britain is Losing its Dominion Markets," Mr. Ernest Morison.

# Women's Advertising Club-Trusts and Anti-Trusts

Miss F. Sangster presided at the monthly dinner of the Women's Advertising Club of London on Monday. "Trusts and Anti-Trusts" was the subject for

debate at the dinner.
Professor T. E. Gregory, Professor of Banking and Currency, and Dean of the Faculty of Economics, London University, opening the discussion, said he objected to trusts. The word "trust" was ambiguous, and part of the attractiveness of the idea of the trust movement was derived from this fact. At the moment all our great leaders of industry were in favour of solving industrial problems by the trustification of industry. the trustification of industry

The trust movement really meant two types-the German idea of trusts, which meant a group of firms, all producing more or less the same kind of thing, entering into some form of organisation or other, by which they pooled their interests, with the idea of effecting an acconomy. The other type was also very loosely called a trust, which was of an entirely different character where one linked together the services of raw material up to manufactured productions, and went on to take in the people who were selling the articles made from the raw material.

Professor Gregory maintained that all combinations started with a net financial burden which was borne by the community either in the shape of higher prices, or by shareholders having to The trust shoulder over-valued stock. movement hampered progress in industry. One of the great delusions of industrial

men at the present time was that what was really needed was absolute stabilisation of the price level. This would rob society as a whole of a peculiarly valuable index as to what ought to be produced. They were putting enormous faith in organisations the future of which was very uncertain.

Sir Herbert Morgan suggested that the alternative to the trust was village industries. There was growing up to-day a series of internal trusts which had no relation to export trade, but which were designed merely to make the clothing of women cost more. Great drapery houses were merging and there were four or five trusts at the present moment serving no very great purpose. It was important that we should so place our industries that they could economically compete in the markets of the world while at the same time paying a living wage to their workers and returning dividends to that very large proportion of the British public—the poor investors.

Special Discount—£52 5s.
Mr. C. Maxwell Tregurtha has issued a splendid little folder to Publicity Club of London members in connection with the Study Circle. It points out that 50 guineas would be quite a moderate fee to pay for the advisory services of ten experts if information were desired on some phase of advertising work-lay-out, copy, art-work, blocks, and so on. Since such information is combined in the course of the Study Circle for five shillings, the special discount of £52 5s. is worth having!

Aldwych-Lord Riddell at the Golf Night

"Always merry and bright" should be adopted as a motto for the house dinners at the Aldwych Club, for they are invariably so entertaining and amusing as to justify the selection of such a slogan. That on Wednesday of last week—Golfers' Night—lived up to slogan. tradition, thanks to the presence of Lord Riddell as the guest of the evening, and Mr. Wareham Smith, the perpetual chairman, in his usual brilliant form. The decoration of the dining-room (likewise "the nineteenth" in the lounge) were effectively carried out by Miss Booth, Mr. Dunlop, of Maxfli fame, and (if one may believe the programme) the green-keepers of Walton Heath Golf Course. Between them they made a fine show with heather, bracken, divots and direction flags, plus a cleverly-designed streamer by Artads which showed what it meant to be "among the rough at Walton Heath." After dinner and some turns including an amusing caddie impersonation by rising young comedian named Allan



The Publicity Club delegation from Dublin who visited Belfast last week, with their hosts of the Ulster Club

# De Telegraaf

# and other Continental Newspapers

# Impressions of an American Journalist

# Mr. Chester Rowell in the "Oakland Tribune"

AFEW weeks ago the Editor of "De Telegraaf" received a letter from a firm in Oakland, California, enclosing a copy of the "Oakland Tribune," in which Mr. Chester Rowell—who was making a journey through Europe—wrote his impressions of the Continental newspapers. This is what he said:—

TNTERLAKEN, Switzerland.— In this purely tourist town, where all the world through, naturally the newspapers of the world drift through too. And, naturally, an old newspaperman some weeks out of much contact with news, indulged in an orgy of newspaper buying. You may get general news from a British or American paper, but if you want a close-up of the Continent you need newspapers from everywhere. here they are—the New York Times and the London Times, the two best

newspapers in the world; the Continental English-language papers, being the Paris editions of the London Daily Mail, the New York Herald and the Chicago Tribune; and the accessible Continental papers, Le Matin and Le Journal, from Paris; Heraldo de Madrid, from Spain; Corriere della Sera, from Milan, Italy; De Telegraaf, from Amsterdam; and Vossische Zeitung, B.Z. am Mittag and Tageblatt, from Berlin.

The papers were bought, of course, for the news and varying editorial comments, but they may serve also as the material for a comparison, for newspaper readers, of the varying newspaper standards of the world.

There is at least twice as much news in the New York Times, or even in the London Times, as in all the Continental papers combined. Even the little English-language sheets from Paris, have more telegraphic news than any Continental paper. Journalism, in the sense of purveying the news, is almost a monopoly of the English language.

Curiously enough, De Telegraaf, from Little Holland, is one of the best of the Continental papers.

To-day's edition has sixteen fullsized pages, the last five of which are solid advertising, with a few scattered advertisements in preferred positions on the eleven news pages. There are two columns of telegraphic news on the front page, and several columns of mail or telegraphic news on the other pages. By the Continental standard, this is an enormous amount. The rest is correspondence, special articles, discussions and markets.

And later on he wrote:—
"Compared to any of the Continental papers, except De Telegraaf, the little Paris edition of English and American papers are marvels of magnitude and enterprise."

It is refreshing to be able to quote the unbiased opinion of such a well-known and respected journalist as Mr. Chester Rowell, and it is hardly necessary to say that we have never met this gentleman, and would never have seen his article had it not been for the good offices of an unknown friend in California.

Telephone: RICHMOND 1399

Mularlin:

7, King's Road, Richmond, Surrey.

# CLUB NOTES AND NEWS—(Contd. from p. 294)

Rose," Mr. Wareham Smith voiced the pleasure of the company at again having Lord Riddell with them, and thanked him for what he had in the past done for the Club and for the success that had attended the Inter-Au. Cross Tourney, thanks to his generosity in providing a second trophy to play for.

Piddell in his customary witty attended the Inter-Ad. Clubs' Golf Lord Riddell, in his customary witty manner, expressed his delight at being with them once again and receiving such a hearty welcome. He then formally presented his new challenge trophy (a handsome silver salver) and replicas to the winners, the representatives of the Poeter Advertising Ad Poster Advertising Association,

# Hull-Changes in Personnel of the Executive

A luncheon meeting of the Advertising Club of Hull was held in the Manchester Hotel on Tuesday, November 9, for the purpose of considering necessary action owing to the president, Mr. J. S. Rhys, leaving Hull to accept the general managership of the Fruit Distributing Co., Ltd., in Liverpool.

Mr. Arthur E. Craft, the vice-president, stated that owing to appointments of a semi-public nature and the recent death of his co-director, he really had not had the time to devote to the interests of the Advertising Club, and in the circumstances felt that he should resign the Vice-Presidency. His resignation was accepted with regret.

Mr. Rhys was urged to retain the presidency until the end of his term of office, in March next, and agreed to do so. The hon. secretary, Mr. Robert R. Hedley, was elected vice-president, Mr. J. W. Rowbottom, hon. treasurer, was appointed hon secretary, and Mr. Arthur E. Craft, the retiring vice-president, was appointed hon. treasurer.

Mr. Sydney Walton addressed the Club on "Words and Wheels," last Tuesday night. There was a large attendance of members.

# Glasgow—Cup for Chub's Best Advertising Scheme

An address on "Store Advertising" was given by Mr. James G. Rowan at the luncheon meeting of the Publicity Club of Glasgow on Friday last, Mr.

Bryce Morrison presiding.

Mr. Rowan discussed newspaper and other forms of advertising, and said that nothing in his opinion could exist without advertising. He scarcely agreed with the suggestion of their chairman that Glasgow people were perhaps more receptive to advertising than those in other parts of the country. There was still in Scotland a number of people who spoke rather sneeringly of advertising. He did not think that they got the same out of advertising as did the people in the South, and they certainly did not get as much out of it as the people across the water.

In course of his address Mr. Rowan offered to present a cup for the best advertisement or advertising scheme The chairman created by the club. acknowledged the offer, and intimated that he would convey it to the executive committee for their consideration.

# Bradford - The Photograph as an Advance Agent

The members of the Bradford Publicity Club engaged in an informal talk and discussion on "My Idea of Advertising"

at their last meeting. Mr. G. H. Leeson presided. Many different and somewhat unusual ideas were voiced by members, but the one to cause the most speculation was put forward by Mr. Harry Moss, a local electrical contractor, whose posters never fail to cause comment among Bradford advertisement men. Mr. Moss's idea is to circulate his photograph along with his name and the usual business matter, the whole being generally headed "What's in a name?" He argues that in his particular line of business his photograph is his advance agent, and in this way he becomes known to his clients long before he actually meets them.

Naturally this statement caused a deal of interest among the professional advertising specialists present, and the impression gained from the subsequent questions which were voiced was that although Mr. Moss's ideas might have proved successful to his own business, there was no likelihood of them being adopted by other members.

## Africa—The Legal Side of South Advertising

Col. J. Fergus Duncan, D.S.O., was the principal guest and speaker at the luncheon of the Publicity Club of South Africa at the Opera House Restaurant last month. Mr. R. Allister, the chairman, introduced Col. Duncan, who, he said, was a director of the United Tobacco

Col. Duncan, who confined his remarks to the legal aspect of advertising, took as his first point the question of trade marks.

To-day trade marks were in a very happy position. In 1883, at a convention at Geneva, an agreement was signed, and

(Continued on page 298)

# ASK ANY ADVERTISING AGENT

IT can be made a very simple matter for Advertisers Advertising Agents to select the "Circulation" in media for Eastern schemes. elastic term and very is meaningless. The Times of Ceylon is

# THE ONLY PAPER IN CEYLON THAT ISSUES CERTIFIED NETT SALES OF BOTH DAILY AND SUNDAY EDITIONS

# **CEYLON'S PRESS**

The Times of Ceylon has by far toe largest daily circulation in Ceylon and certified n-tt the only daily sale. Its readers embrace the entire European population and the educated Ceylonese — that is why it is patronised by the leading Br tish and American A sk advertisers. Advertising Agent!

# 1846—1926

The Times of Ceylon is now—as it was then—the leading and most influential newspaper in the Island, which entirely distinct from India.

# INDIAN NEWSPAPERS DO NOT CIRCULATE IN CEYLON

concerning the Information market together with advertising rates and specimen copies are ob ain-able from the Advertisement Department.

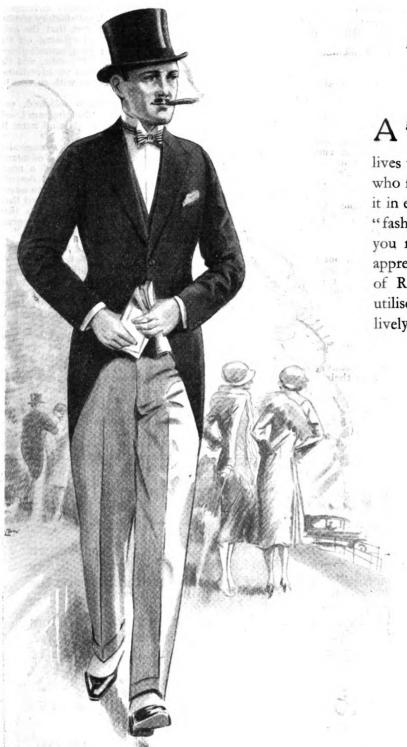
Phone Central 9564 (two lines).

# CEYLON'S PRESS

Having a five-figure certified nett sale, The Times of Ceplon Sunday Illustrated is the most popular newspaper in the Island. Used in conjunction with The Times of Ceylon daily edition, it enables advertisers to reach effectively the PUR-CHASING community of wealthy Ceylon.

The times of Ceplon London Offices: BLACKFRIARS HOUSE, NEW BRIDGE STREET, E.C.4

BROCKHURST STUDIOS LIMITED, 162 Soho Square, London, W. 1.



Retartons

A genial soul of boundless enthusiasm—that is Richardson. A man who lives with zest and finds it good. An artist who finds life interesting and so interprets it in everything he does. One look at his "fashion" drawings for Men's wear and you rightly guess he dresses with a fine appreciation of smartness. We are proud of Richardson. So are our clients who utilise his art for depicting Men of fashion—lively boys and light line interiors replete with life and interest.



Richardson as others see him!

If you use Brockhurst Studios for your art-work you will find each commission handled by a commercial art specialist. We have a fine reputation for carrying out instructions promptly, with exactitude, giving sparkling results at reasonable cost. Why not telephone Gerrard 5881.

BROCKHURST STUDIOS LIMITED, 16a Soho Square, London, W. 1.

# CLUB NOTES AND NEWS .- (contd. from page 296)

to-day a manufacturer in the countries which were parties to that agreement was able to enforce his legal rights in regard to trade marks. Before that time the trade-mark law was in a state of chaos. In 1875 a statutory law was enacted in Great Britain by which a manufacturer was given certain legal rights.

In 1875 a statutory law was enacted in Great Britain by which a manufacturer was given certain legal rights.

A Trade Mark Act was passed in the Union of South Africa in 1916, Col. Duncan proceeded, and this had been very successfully administered by Mr. Juta, the Registrar at Pretoria. It was necessary, however, that a unified Act of merchandise marks should be passed, as this would be of great assistance to manufacturers.

A manufacturer, in order to get the public to buy his goods, had to attract them by advertising, but often they found that once they had started a scheme for advertising the law stepped in and forbade them to continue that scheme. The law to-day was that if an advertiser introduced skill into a competition he was not infringing the Lottery Acts. It was an extraordinary state of affairs, however, that in the four Provinces of the Union there were four different Lottery Acts. It was to be hoped that sooner or later the Government would codify these laws.

Continuing, Col. Duncan said that publicity had done more for South African industries than anything else. There had been a strong prejudice against South African manufactured goods, but judicious advertising in South Africa had brought about a different state of affairs. To-day over £90,000,000 were invested in South African industries.

Mr. Francis G. Pay passed a vote of thanks to Col. Duncan for his address.

# Ulster—The Advertising Study Class Resumed

The Study Class of the Advertising Club of Ulster, which did such notable work last session, resumed its activities on Tuesday of last week at the Club's headquarters, with an attendance of 25 students.

Mr. G. H. O. Strick, chairman of the Educational Committee, gave a cordial welcome to both old and new students, and Major Anderson then addressed the class on "Advertising."

The Educational Committee have reason to believe that the coming session will be even more successful than those which have preceded it.

# Nottingham—How to Revive the Lace Trade

The problem of how to revive the Nottingham lace trade was tackled in earnest fashion at a large gathering of the Nottingham Publicity Club, on Monday of last week. An interesting discussion on the subject was opened by Sir Lawrence Weaver. Mr. W. R. Derwent presided.

A point upon which Sir Lawrence was emphatic was that in order to increase the sales of Nottingham lace in this country it is necessary first to make it plain what Nottingham lace is; and then explain its merits to the public at large. A spirited publicity campaign would, he was certain, succeed in a considerable degree in establishing a fashion for Nottingham lace. "Fashion has been against you, and Fashion has got to be altered," he declared.

Sir Lawrence stressed the importance of

attaching some identification mark to Nottingham lace—as a large group of Scottish woollen manufacturers, for example, had done, afterwards advertising that trade mark with satisfactory results.

Sir Lawrence suggested that the only effect of individual advertising on the part of Nottingham lace manufacturers would be to confuse the public, and the alternative was co-operative advertising, which had been adopted with success by other industries.

A vigorous discussion followed, and it was suggested that "Nottingham Lace" was too comprehensive a brand name to

be satisfactory.

Sir Lawrence, in reply, suggested that if "Nottingham lace" was a misnomer it was up to someone to find a name which did properly identify and describe the class of goods they wanted to advertise and sell. He further suggested that, in order to be effective, not less than £10,000 should be spent on a Nottingham lace publicity scheme in one "flight."

# Newcastle-on-Tyne—Some Experiences of Mail Order Selling

Wit and wisdom were admirably blended in the after-luncheon lecture given to the Newcastle Advertising Club on Tuesday by Mr. Malcolm M. Barbour, of South Shields. The president, Mr. Lorne C. Robson, occupied the chair.

People who bought by post could, he said, be divided into two classes—those who must buy that way and persons who apparently preferred to do so.

Mesrs. Barbour's mail order department began almost by accident 25 years ago, when they bought a derelict stock of oilskins. He thought they would be just the thing for farmers, and so put an

(Continued on page 300)

# \$40 FOR AN IDEA

An old-established Firm of Crucible Steel Manufacturers, possessing a well-known trade mark, having as a result of  $2\frac{1}{2}$  years of careful research produced a Safety Razor Blade of the Gillette type of unrivalled quality, are about to place this Blade on the market.

They are offering three prizes, £25, £10 and £5, for the best marketing schemes submitted. In order to ensure to competitors that the Competition is entirely bona fide, the following gentlemen have consented to act as judges in addition to the Chairman of the Steel Manufacturing Company concerned:—

The Editor, "ADVERTISER'S WEEKLY."

The Secretary,
THE INCORPORATED SALES MANAGERS' ASSOCIATION.

The closing date of the Competition will be Saturday, 11th December.

Full particulars regarding the Rules of the Competition, together with all the necessary information regarding the Safety Razor Blades concerned, may be obtained from:—

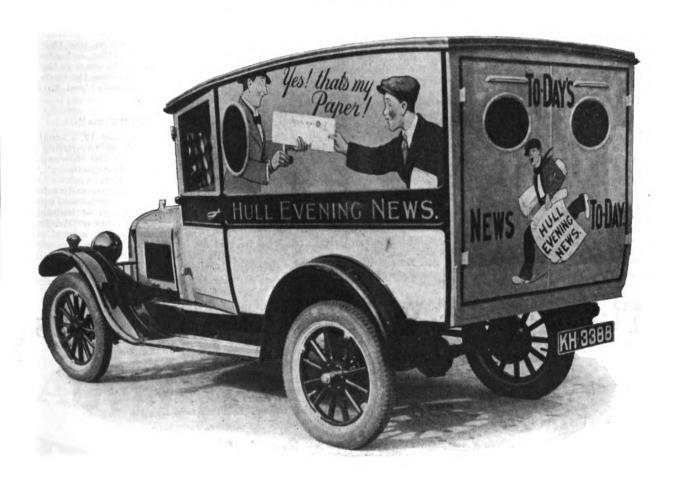
Box 100, ADVERTISER'S WEEKLY, 66, Shoe Lane—London, E.C.4.

Write now, five minutes' thought may be worth £25 to you.

XEXEXEXEXEXEXEXEXEXEXEXEXEXEXEXEXEXEX

# A CARTOON ON WHEELS

Hull Evening Newspaper's Most Novel Advertisement



Covering Hull, the "Hull Evening News" got its cartoonist to illustrate the delivery van shown in the picture. It's been most widely talked about. It tells its own story of the paper's alertness and enterprise, its wide-awake-ness, and reflects the paper's Local power and popularity. The "Eastern Morning News," Hull's only local morning paper, the business man's guide, philosopher and friend, is published from the same office, and should be on every prospectus-list, Hull being the Third Port in the Kingdom—and rich. London Office: 148, Fleet Street, E.C.4. Mr. Matt Blythe, Director.

Head Office: 42, Whitefriargate, Hull.

# CLUB NOTES—(cont. from p 298)

advertisement in Farm, Field and Fireside, which cost half-a-crown, which he paid out of his own pocket as an experiment. Orders trickled in, and what was at first a spare-time hobby ended by being "the tail that wagged the dog.

Their efforts, said the speaker, were mainly directed to inducing people to send for their catalogues; they seldom aimed at selling goods direct. C.O.D., he believed, had come to stay; certainly, they got more and more C.O.D. orders every day. They had customers all over the world, and many and varied were the commissions they were asked to execute.

One order from Easter Island was received in 1922, the goods arrived in 1923, acknowledgment of safe delivery was written in 1924 and received by the firm in 1925, because there was only one mail a year at this lonely outpost in the Pacific.

"Selling by post," concluded the by post, concluded the centerer, "is not merely a sordid matter of pounds, shillings and pence. It is a joyous quest, a daily adventure—with who knows what romance waiting just around the corner."

The members agreed to send a letter of congratulation to the new Lord Mayor of Newcastle (Councillor Arthur Lambert), who is a vice-president of the club.

# I.S.M.A., Manchester-Some Aspects of Retail Selling

At the last meeting of the Manchester branch of the Incorporated Sales Managers Association, Mr. H. L. Hardwick, publicity manager to Messrs. Kendal, Milne & Co., gave an address on "Some Aspects of Retail Selling."

Referring to the rapid progress of large retail departmental stores, he said that their success was due to the fact that they made their stores comfortable and attractive to the public, offered goods which they knew would meet a public need, created desire by judicious advertising, and relied upon the quality of their goods to bring repeat business.
"Organise, advertise discreetly, buy

discriminately, and study the require-ments of the public" was the advice he gave to retail shop-keepers who wished to compete successfully.

# Birmingham-" Buy British Motors" Scheme should be Extended

The Birmingham Publicity Club at their meeting on Wednesday, November 10, listened to a stimulating address from Mr. Horace Whyatt, who dealt with the co-operative scheme of the British motor manufacturers to give effect to the slogan "Buy British Motors." Sir Herbert Austin, chairman and managing director of the Austin Motor Co., Ltd., a vice-president of the club. occupied the chair, and gave the scheme his warm support. It was urgent, he his warm support. It was urgent, he said, that the British public, as well as those outside these islands, should purchase British-made motors. There was surely an endless and excellent choice: as for workmanship, the traditions of the workmen engaged in the trade were very high, and despite many difficulties right through the history of the industry, the workmanship had been something of which the country had a right to be proud.

Mr. Horace Whyatt, who was listened

to with careful attention, said that the essential thing so far as the British motor industry was concerned was that the co-operative scheme of advertising that had been initiated, which had met with considerable success in the home market, should be extended to the overseas market. It was quite true to say that certain makers of motor-cars were more interested in certain Colonies and Dominions than in others; that was certain to be the case, and no one was the worse for that. But if each and every manufacturer contributed to a Central Overseas Advertising Fund one shilling for every £100 of goods he exported, and allocated it to the markets in which he took a special interest, it would be possible to carry British car advertising into every part of the Empire. That was something that wanted doing, and something that should be done at once. There was a variety of highly remunerative markets overseas, and it was the duty of the trade to advertise, and advertise extensively, in markets where in the past we had assuredly not done the trade that we ought to have done, and that we might have done.

# Regent-Visit to "Elma"

On Friday, November 12, a number of members of the Regent Advertising Club paid a second visit to the showrooms of the Electric Lamp Manufacturers' Association, at Savoy Street.

Mr. Buckle gave an extremely interesting lecture on various methods of lighting of poster hoardings and of buildings.

After a little refreshment Mr. Buckle was questioned regarding several points of his lecture, and Mr. Bush concluded the evening with an instructive talk on the lighting of shop windows.

# The Isle of Wight County Press

8 or 12 pp. of 7 to 9 cols., of 21in. width. Every Saturday Morning. Price 2d

CHIEF OFFICE: 29, HIGH ST., NEWPORT, I.W. Branch Offices: Ryde, Cowes, Sandown, Shanklin, Ventner, and Yarmouth, I.W.

100 Agencies in the Island and on the Mainland, including Southampton, Portsmouth-A Public Accountant's Certificate of Net Sales is given every half year as a

guarantee of publicity value; Sales for half year ending June 26th, 1926,

16,537 COPIES WEEKLY.

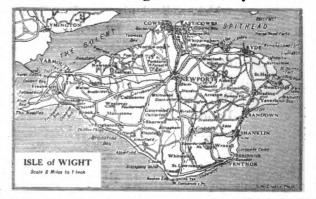
The only Island County Newspaper; enters nearly every house in every town, village and hamlet throughout the Isle of Wight, week by week.

Scale of charges for approved advertisements drawn at lowest acceptable rate on basis of 50/50% news and advts., and strictly adhered to.

# ADVERTISERS GET RESULTS.

This is the way a mainland firm last week started the second insertion of a series they have just arranged:

The inhabitants of the Island recognise "real value." Our first advertisement in this paper brought us no less than 72 enquiries for our famous Settee Sets at £8 19 6.
This week we are offering . . . as an inducement to shop on the mainland—"it's cheaper"!



# Publication Notes and News

# "The New Publicity'

The old Publicity is dead; Long live the New Publicity! The new venture of the publicity clubs, in publishing a two-monthly magazine, devoted to club news and activities, is very commendable. The first number is well produced, and the editorial contents show the master hand of Mr. Maxwell Tregurtha.

# Net Sales Increase

The Times of Ceylon Sunday Illustrated has made a new departure by publishing its net sales in its own columns. The net sales of this paper have now reached five figures; the number of copies certified for September was 10,150. The paper contains contributions from some of the best-known British men in every section of life—social, political, literary and sport.

# First Christmas Numbers

Holly Leaves, the Christmas Number of the Illustrated Sporting and Dramatic News is an excellent 68-page production. There are 33 pages of advertising, many in colours, and the way in which advertisers have caught the spirit of this wonderfully artistic number is admirable. A fine plate, reproducing Ernest Crofts' picture of Napoleon's escape on the evening of Waterloo, is also presented free with each copy.

The Christmas Budget of the Sheffield Independent is a good 48-page magazine of articles and fiction well produced and profusely illustrated. It contains some 24 pages of advertisements and is sold at 3d. The special colour cover is very striking.

# 15.070 Weekly

The certified net sales of the County Express, Stourbridge, for the six months ended September 30, 1926, were 15,070 weekly.

# A Map for Londoners

The winter edition of the L.C.C. Tramways pocket map shows over 250 miles of tramway, time-tables of first and last cars for 75 day services and nine all-night services. It includes, in addition, important roads, open spaces, sports grounds, railway termini and other desirable features of a good map,

## Sales Trebled

The September-October issue of Commercial and Industrial India is an excellent production. The popularity of the magazine is shown by the fact that, starting with a circulation of 10,000, the second issue was 15,000, the third 25,000 and the November issue totalled 35,000 copies.

# Winter Sunshine Supplement

The Christian Science Monitor published, with its issue of October 22, a twelve-page supplement called "Winter Sunshine in Distant Lands," containing helpful information for tourists planning to travel through the countries near the Mediterranean. It is illustrated with splendid pictures and many articles graphically describe famous old-world playgrounds. Useful hints for travellers are given, and particularly interesting are the advertisements from France, Monaco, Portugal, Sicily, Italy, Egypt and Algeria.

# Striking Newspaper Van

A new and strikingly designed van of the *Hull Evening News* is to be seen now in Hull. The drawing (it is almost a cartoon on wheels) was executed by Ern Shaw, the *News* cartoonist. The painting was carried out by Messrs. W. L. Thompson, of Hull.

# Novel Calendar Issue

The Whitby Gazette has issued a very novel form of calendar. It is in the form of a blotter, but on three separate pages, clearly marked by a thumbnail index, this, last and next year's dates are clearly presented.

# 85 Pages of Advertisements

The current issue of the *Practitioner* is full of interest to the medical man. It is a well-produced magazine and contains 85 pages of advertisements, chiefly relating to medicines, tonics and prepared foods.

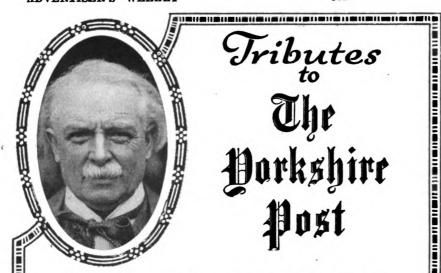
# Selling Cigarettes by M.O.

One expects a well-produced mail order catalogue from a firm which is so eminently a mail order organisation as Rothman and Co., the cigarette manufacturers. The 40-page catalogue just sent out is a masterpiece in postal publicity work. The front cover design is reproduced from the painting of "The Drowsy Lady," by Gabriel Metsu, a 17th century Dutch artist. Special facilities are given for ordering Christmas presents from the catalogue. They can be sent to friends from the firm's address with the purchaser's compliments. The illustrations and lay-out are clear, striking, original and calculated to sell at sight.

(Continued on page 302)



WELDONS LIMITED, 30-32 SOUTHAMPTON STREET, STRAND, LONDON, W.C. 2.



# Tributes Porkshire

## The Rt. Hon. DAVID LLOYD GEORGE No. 3.

(Speaking in Leeds, Nov. 27th, 1923).

"A challenge from a great reputable paper like The Yorkshire Post is a challenge you are bound to take some notice of."

This remark might be applied with equal truth to the advertising columns of The Yorkshire Post.

A copy of our latest brochure "Tributes to the Yorkshire Post" will be forwarded free to those interested. Address requests to Publicity Dept., The Yorkshire Post, Leeds.

PRESTIGE AND PULLING POWER

# ARTIST WANTED.

We require as an addition to our staff of 11 artists in Wellington, New Zealand, one who has specialised in line work and is capable of producing first-class illustrations for newspaper reproduction.

Must excel in figure work. The position carries excellent prospects with a contract for a reasonable term. Address applications in first instance, enclosing specimens of work, to

J. ILOTT, LIMITED, Sentinel House, Southampton Row, W.C.1



To Firms Seeking Wealthy Markets

# "PINANG GAZETTE"

OldestDaily in Malaya. STRAITS SETTLEMENTS "LA RAZON" BUENOS AYRES

London Representatives

FREEMAN & CO., 33, Paternoster Row, E C.4

# BRITISH INDUSTRIES FAIR - - - -

MINIMUM MINIMU

THE CATALOGUE

of the London Section is now open for approved advertisements of Advertising Agencies. Publications and Newspapers. Banks and Insurance Companies. Departmental Stores. Hotels and Entertainments. Motor Cars and Hire Service. Shipping and Forwarding Firms.

50,000 copies will be printed and distributed

Price for special coloured paper pages - £30 per page Further particulars and specimen copy from: THE CONTROLLER (Advertising Dept.),

H.M. STATIONERY OFFICE, Westminster, S.W.1

# PUB. NOTES AND NEWS-(continued)

Not " Placed '

When reproducing the clever advertisement for Karters, the furriers, in last week's issue, we said that it was placed in the *Scotsman* by Spottiswoode, Ballantyne and Co., Ltd. No placing, of course, is done by the company. We should have stated that Spottiswoode, Ballantyne and Co., Ltd., did the lay-out and supplied the complete plate. Messrs. and supplied the complete plate. Messrs. Robertson and Smith, London and Glasgow, placed the series.

# A Two-Minute Talk

Advertisers in the motor industry have received this week a very interesting little folder from Mr. Alan C. Hess, motor manager of the Sporting Life and Sports-man. On the outside is pasted one of Mr. Hess's cards, and underneath the words "Give Me Just Two Minutes." In those two minutes, Mr. Hess explains concisely and convincingly what his paper can do and has done for the motor trade, with especial reference to the authoritative motoring articles which appear regularly.

# Advertisers for 40 Years

The 40th anniversary number of the British Weekly last week was a splendid production. It contained no fewer than 64 pages, and 160 full columns were devoted to advertisements. All advertisers who supported the British Weekly 40 years ago and are still supporting it were marked with a star—and there were 48 of them. The issue contained articles from the pens of some 50 famous men in the literary and religious world. It is by far the most interesting number of the B.W. ever published.

# A Broadcast Message

The statement that the Broadcaster is a real salesman is graphically illustrated in a new folder issued by Odhams Press Ltd. On the front cover, active and energetic salesmen are shown going out for new business. On the inside pages there are four paragraphs, giving details of real services offered to advertisers, while imprinted over these paragraphs in a second colour are sketches of other energetic salesmen, "photographed" from curious angles. It is a striking piece of publicity, quite original, exceedingly interesting and very convincing.

# Advertising to the Farmer

It is interesting to notice the large amount of ordinary national advertising which is being placed in farming papers, apart from the specialist farming appliances and products. The Farmer and Stockbreeder has not fallen below 56 pages for some months, and the issue of October 25 contained 64 pages, among which were many large spaces devoted to the advertising of home necessities. Books, clothing, cars, furnishings, pens, and so on find their way into the pages of this home journal, as well as pig-meal and cream separators. The farmer is a big buyer by mail order, and many advertisers are reaping the benefit.

knows

Gibbons Limited Advertising Agents
Cable Address "GIBJAY" TORONTO

Toronto, Montreal, Winnipeg Code—ABC Fifth Edition



# Consultation, Planning



# Creation, Placing

Carlton Publicity Limited gives a complete advertising service, from the preliminary discussion of policy and the investigation of market possibilities to the planning, creation and placing of Press and Billposting Campaigns.

Carlton Publicity is now under the direction of Mr. Colin Hurry, lately General Advertising Manager of Lever Brothers Limited, Port Sunlight, and of R. S. Hudson Limited, Liverpool.

His knowledge and experience are available to new advertisers anxious to make the right start, and to old advertisers seeking new inspiration.

AND NOW IS THE TIME TO TALK ABOUT 1927

# CARLTON



CARLTON HOUSE, GREAT QUEEN STREET, KINGSWAY, LONDON, W.C.2. PUBLICITY L I M I T E D



Travellers working for you are bound to bring orders. The following letters from satisfied "Christian Herald" advertisers speak for themselves.

7,500

Cash Orders were received from Two Small Advertisements costing £13 10s.

A firm of Scottish Hosiery Special-

"We have orders every day in response to advertisement in your paper."

A North of England Cash Drapery Store says:—

"We have had so many enquiries for our Spring Catalogue that the whole issue of 5,000 copies has been used. . . It certainly been used. . . It certainly speaks well for your paper as an advertising medium."

A Hertfordshire firm reports :\_

"We had excellent results from last advertisement."

The circulation has averaged well over 250,000 copies weekly for the last 20 years. Assuming each copy to be read y three or four persons, the advertisements come under the even of

# A MILLION READERS.

Specimen copy and Rate Card application to Advertising Manager,

# CHRISTIAN HERALD

6, TUDOR STREET, LONDON, E.C.4.

# ADVERTISER'S GAZETTE Legal, Financial, and Company Notes and Reports of Interest to the Advertiser

# JOINT STOCK COMPANIES

At the expiration of three months from November  $9_{\nu\nu}$  1926, the names of the undermentioned companies will, unless cause is shown to the contrary, be struck off the Register, and the companies will be dissolved:

Agenda Press, Ltd.

Bristol Adventurer & Weekly News, Ltd.

Bristol Metal Printing Co., Ltd. Industrial Publications (1923), Ltd. Leeds Advertising Co., Ltd. North of England Press Agency, Ltd.

# VOLUNTARY LIQUIDATION

[NOTE.-Voluntary liquidations may, in some instances, refer to companies in course of reconstruction.]

Arthur T. Dimmock, Ltd.-Resolved, November 5, 1926, that the company be wound up voluntarily, and that Mr. W. H. Cork, 19, Eastcheap, E.C., be appointed liquidator.

COMPANIES ACTS WINDING-UP ORDER

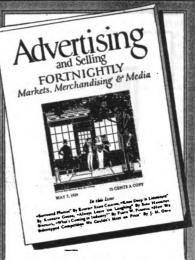
Slogasigns, Ltd., 51, Bethnal Green Road, London. (00401 of 1926.) Order dated November 9, 1926.

BANKRUPTCY

Harry Joseph Juby, Beatrice Road, Oxted, Surrey, canvasser, lately residing at London Road, Thornton Heath, against whom a Receiving Order was made on October 21, has lodged accounts showing unsecured liabilities £667, and total assets £54, from which £49 has to be deducted for preferential claims. It appears that since February 1919 he has been employed as an advertisement canvasser. His total earnings averaged £7 per week, but owing to the general strike in May last they dropped to £5 15s. per week. He attributes his failure to illness of his wife and consequent loss of her earnings as a school mistress; reduced earnings of himself owing to the strike, and high rate of interest to a moneylender.

# PUBLIC EXAMINATION

A sitting was appointed in London Bankruptcy Court on November 10 for the adjourned public examination of David George Harold Chapman, exhibition organiser, who began business in October, 1923, at Baltic Chambers, John Street, 1923, at Battic Chambers, John Street, Sunderland as the National Exhibition Association. He subsequently came to London. He had promoted the Ideal Homes, Housing, Health and Wireless Exhibitions at Sunderland, Sheffield, Bristol and elsewhere. He failed with liabilities £2,809 and assets £44, his failure being attributed to lack of capital and loss on exhibitions due to industrial unrest and bad weather. When the case was called, the Official Receiver said that in July last the examination was adjourned until October and the debtor was ordered to file an account of receipts and payments in connection with the Bristol Exhibition. The debtor was not present at the hearing in October and the accounts were not filed. The debtor was not now present and the accounts had not been lodged. The learned Registrar adjourned the examination sine die.



# Written by Authorities.

The Fortnightly is written by authorities. It does not operate a staff of reporters. When it wants an article written it goes to the best man in the field and gets it written. Its contributing editors are men of versatile talents, vision and mature experience—men who are in the thick of marketing and advertising and know its day-to-day problems. Such men as Charles Austin

Bates, Robert R. Updegraff Kenneth M. Goode, William R. Basset, John Lee Mahin, Marsh K. Powers contribute regularly. Most of them write exclusively for the Fortnightly. These men discuss with sanity and vigor the current problems facing marketing and advertising executives. They look at things constructively, but are fearless in attacking conditions which need to be remedied.

Though published in New York, U.S.A., it is a publication that also appeals to British advertising men who want to keep alert to advertising progress. It gives a different perspective, interprets important trends and contains much that is immediately practical.

# and Selling FORTNIGHTLY

London Address: 66-67 Shoe Lane, EC4 Year's Subscription \$4 (26 Issues)

# **NEW COMPANIES**

[Compiled for the ADVERTISER'S WEEKLY by the Information Bureau, Ltd., 140, Strand, W.C. 2.]

Carton Patents, Ltd. (217,440).— Private company. Registered, November 10. Capital, £100 in 1s. shares. Objects: To acquire and turn to account certain undescribed patents, and to carry on the business of advertising agents and contractors, etc. The provisional directors are: H. Barham, T. James. Registered office: 28 and 29, Temple Chambers, Temple Avenue, E.C. 4

Rembrandt Intaglio Printing Company, Ltd. (217,413).—Private company. Registered November 9. Capital, £35,000 in 25,000 5½ per cent. cumulative preference and 10,000 ordinary shares of £1 each. Objects: To adopt an agreement between Storey Brothers and Co., Ltd., of the one part and W. Lennard and L. T. A. Robinson of the other part, and to carry on the business of printers, photographers, ithographers, stereotypers, photographic printers, etc. The life directors are: C. H. M. Storey, G. W. Sharpe, W. Lennard and L. T. A. Robinson. Registered office: 230, Knights Hill, West Norwood, S.E.27.

Diamond Press, Ltd. (217,875).— Private company. Registered November 8. Capital, £1,000 in £1 shares. Objects: To carry on the business of publishers, printers, advertising agents, etc. Registered office: 10, Adam Street, Adelphi,

W. M. Allen and Son, Ltd. (217,891).

Private company. Registered November 8. Capital, £3,000 in £1 shares.

Objects: To acquire the undertaking and all or any of the assets or liabilities of the printing and publishing business now carried by W. M. Allen and M. E. Allen as "W. M. Allen and Son," at 19 and 21, as "W. M. Allen and Son," at 19 and 21, Fore Street, Ipswich; and to carry on the business of newspaper proprietors, advertising contractors, and agents, etc. The permanent directors are: W. M. Allen and W. E. Allen. Registered office: 40-42, Oxford Street, W. 1.

George Hardey, Graham and Co., td. (217,294).—Private company. Registered Navamber 4 Capital \$2,000 in \$1.

istered, November 4. Capital, £2,000 in £1 shares. Objects: To acquire the business of advertising contractors and publishers now carried on by George Hardey, Graham and Co., at 853, High Street, Cheltenham, and to carry on the business of theatrical and business advertising contractors, etc. The first directors are: Lt.-Col. G. S. Burton, G. Hardey, W. M. Griffiths and P. Bence. Secretary: F. R. Turner. Registered office: 858, High Turner. Registered Street, Cheltenham.

Danish P.M.G. Sued for Advertising T is interesting, in view of the announcement in last week's WEEKLY, that the British Government has shandoned the postmark advertisement scheme, to note that the Copenhagen Superior Court has put a stop to the stamping of letters by the postal authorities with the words, "Buy Danish Goods."

A Danish firm of importers of British Rock of the Parish Post.

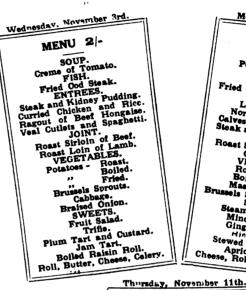
goods, after warning the Danish Postmaster-General not to use the stamp on their letters, took proceedings against him. The court found that the postal authorities had no right to use the stamp, which was detrimental to the firm's business interests and against the free and fair trade policy of Denmark.

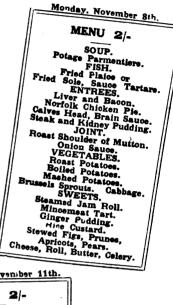
The defendant's plea that the British Government advertised British goods "much more aggressively" was brushed aside, and the Postmaster-General was ordered to pay the costs.

# FLEET STREET **AND**

# ADVERTISING CL

The Club opened on November 1st. During the first 10 days over 900 lunches were served - All Fleet Street knows there cannot be better Luncheon value for





Lunches served Daily from 12 to 3 p.m.

SOUP.
Creme of Tomato.
FISH.
Fried Sole and Anchovy
Sauce or
Herrings a la Gronallaise.
ENTREES.
Steak and Aidney Pudding.
Braised Mutton.
Chicken en Jardeniere.
Irish Stew.
JOINT.
Roast Pork. Apple Sauce. North Stew.
JOINT.
Roast Pork, Apple Sauce.
VEGETABLES.
Roast, Boiled, Mashed
Potatoes.
SWEETS.
Sultana Fudding.
Golden Tart.
Apple Pudding.
Rice Pudding.
Stewed Prunes.
Figs, Appicots.
Pears and Custard.
Roll, Butter, Cheese, Celery.

MENU 2/-

SOUP

**Spacious** Dining Hall, Smoke Room, Lounge, also Billiard Room and Writing Room.

Subscription £2:2:0per annum NO ENTRANCE FEE AT PRESENT.

Members whose engagements necessitate their remaining in town after Business can be served with a 'grill' (Sats. excepted) from 6.30 to 8.30 p.m.

Forms of Application for Membership from the Hon. Sec. Mr. Fred. W. SLAUGHTER, Floot Street & Advertising Club, 3, Cursitor Chancery Lane, London, E.C.4

# "PER ARDUA!"

By dint of sheer creative talent, wideawake enterprise, painstaking zeal, bard-won experience, minds ever tuned to new impression and idea, and loyal service to a steadily increasing clientele, we have won commendation from Advertising's highest critics.

And what is more—"Well done! well done!" from profit-reaping Advertising users whose enterprise commands our services.

Chiefly concerned with the creative side of Advertising, our services are offered to all enterprising Advertisers.

Hitherto styled "Bree-Pearson Studio," we shall henceforth be wider known as "Bree-Pearson Services (Advertising)," City House, Market Street, Leicester. London Correspondents: Commercial Publicity.



# AMATEURS IN THE ADVER-TISING FIELD

Y.E.N. Competition-Well-Deserved First Prize

HE Yorkshire Evening News has announced the results of its competition for amateur advertisement writers. Many hundreds of layouts were received and the judging was a difficult

Mr. Angus Watson acted as judge, and he has expressed his satisfaction at the level of excellence maintained by the entrants.



# The better bitter

Here is a really satisfying drink. A drink that is just as refreshing these cold days as in summer.

There's body in it!

DRAUGHT OR BOTTLE

The first prizewinner's copy

From those examples which we have seen, the first prize-winner's work stands out as the best by far. One or two quite original layouts were submitted for Dainty Dinah Toffee, but the advertisement for Tetley's Beer is excellent both for its striking appearance and its good slogan.

# THE NATIONAL REMINDER CAMPAIGN

Advertisers Again Support Earl Haig Fund

S announced in last week's WEEKLY more than 130 advertisers, advertising agents and newspapers lent their assistance to the Earl Haig Fund on Armistice Day.

Advertisements appeared in newspapers all over the kingdom, in which either the Poppy Day reminder stereo was used or larger space was devoted to the appeal. The value of space given to the fund must again have been considerable.

In some instances, such as, for example, the Star of November 10, every advertiser in the whole paper, gave space to the national reminder campaign. One or two newspapers gave large space on their own account. The *Daily Telegraph* pre-pared a very striking whole page, which is reproduced elsewhere. Other papers, like the Western Mail, gave considerable space to specially-prepared copy that was exceedingly effective.

During Armistice week there also appeared some interesting advertising in the Manchester area for the Manchester branch of the League of Nations Union. It was put out by the General Advertising Co., Ltd., and linked up the two ideasthe League of Nations and the end of the war. The copy bore the signatures of Mr. Baldwin, Viscount Grey, Viscount Cecil and Mr. J. R. Clynes.

# **CURRENT ADVERTISING**

Notes of New Business Going Out: New Advertising Now Appearing in the Press and on the Hoardings

Industrial Publicity Service, Ltd., are now handling business for Telephone Development Association.

Lord & Thomas, Ltd., have taken over next year's appropriation for Pepsodent.

T. B. Browne, Ltd., have increased advertising for Atora and have been booking for Bird's.

Advertising & Publicity, Ltd., are again handling displays for Associated Bookbuyers' Co. and for "Napoleon" Cough Cure Powders.

Erwin, Wasey & Co., Ltd., have extended for Eversharp Pencils.

C. F. Higham, Ltd., have large space advertising in hand for Parker Duofold Pen.

Smiths' Agency, Ltd., are handling for a new line, Defiant Lamps and Stoves, and been placing for Newball & Mason's Ginger Wine Essence.

D. J. Keymer & Co., Ltd., are placing renewals for David Macqueen Co.

Stephen's Service has commenced an appropriation for Gold Seal Hose.

Crossley & Co., Ltd., have been booking space for Ascherberg's Music.

David Allen Services are handling advertising for Australian Butter.

Spiers Service is increasing newspaper space for Sea-Vitoids.

Pratt & Co., Ltd., have again been placing for Shredded Wheat.

E. W. Barney, Ltd., have renewed in the dailies for Roneotype.

George J. Smith & Co., Ltd., are again handling business for Osram Valves and Lamps.

Spottiswoode, Dixon & Hunting, Ltd., have been taking up new media for Myatt Safety Razor Blades.

Engineering Publicity Service, Ltd. have increased advertising for Fellowes Wireless.

Imperial Agency has been giving out for Yalumba Australian Wines.

John Haddon & Co. have booked newspaper space for Marcella Cigars.

Wilfred Scriven, Ltd., are handling a scheme for Herbert's Casseroles.

G. Street & Co., Ltd. (Gracechurch Street) are now placing for Ballito Hosiery.

W. C. Thorn, Ltd., are now handling business on behalf of John Wren, Ltd., mail-order clothiers, and are renewing overseas for Amstel Brewery, Amsterdam.

Pool's Advertising Service have business in hand for Booth's Gin, Truphonic Wireless, T. Bath & Co., Reville, Ltd., Rosenbaum Corsets, Bechstein Pianos, Clark's College, and Galloway's Cough Syrup.

Lawson E. Trout Agency, Birmingham, are placing special campaign for Bottrill's, the cigar firm.

Dorland Agency are placing for Oxo, Caley's Chocolate Scheme, Castrol, John Murray and Eugene.

Dorland Agency (City Office) handled the prospectus advertising for Selfridge Provincial Stores, Ltd.

Muller, Blatchly and Co., Ltd., have recommenced for Hayward's Military

We stated in error last week that Clowes' Advertising Agency were responsible for the displays of Lobelline.

# Yes, Chapman,

# New Zealand is our best market."

Since my arrival in the Homeland at least half-a-dozen British manufacturers have made this statement to me when discussing their overseas business. And yet our little Dominion has a population of only 1,407,000, but-

> New Zealand has a higher spending power per head of population than any other country of the Empire.

> New Zealand buys more motor-cars in proportion to population than any other country except North America and Hawaii-we have a car to every fifteen persons.

> New Zealand buys pianos, gramophones, toilet articles, clothing, fancy goods, foods and all kinds of proprietaries in like proportion.

# What Is Your Share

of this prosperity, of this little country's fifty odd millions of imports? I have come to England to meet British manufacturers who are desirous of improving their New Zealand trade.

My firm is conducting the advertising campaigns for the majority of leading British lines in New Zealand. first hand and intimate knowledge of population distribution, of territory covered by various media, their circulations, etc., of the competition to be faced, while our experience in marketing various lines enables us to offer advice and guidance. We can introduce manufacturers to live selling agents.

May I outline to you the manner in which we co-operate with manufacturer and agent in building sound business. temporary London address is Sentinel House, Southampton Row, W.C.1.

W. L. CHAPMAN, Director.

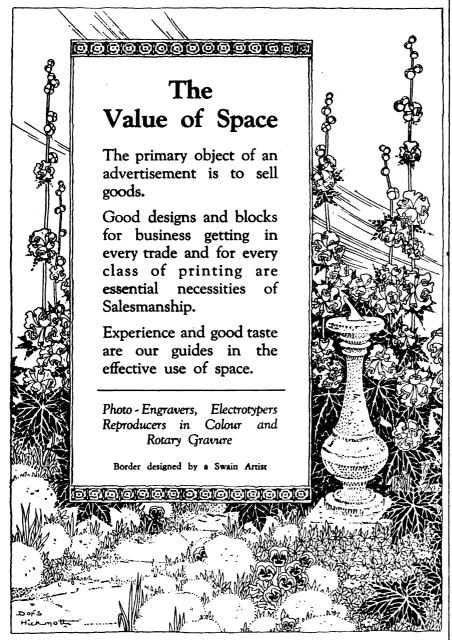
An organisation of over 70 persons.

Offices in four Centres: Auckland. Wellington, Christchurch, Dunedin.

Australian Associate House: Catts-Patterson Co., Sydney.



Publicity House, The Home of Ilotts.



# DHN SWAIN & SON, LIMITED LANE, LONDON, SHOE **89 - 92**

GLASGOW - 332 Argyle St. MANCHESTER 10 New Brown St. Telephone: CENTRAL 9333 5 lines

ARNET

BRISTOL 43 Broad St.
PARIS - 34 Bd des Italiens
Telegrams: "ISOCHROMATIC, LONDON." Works: BARNET

# We Hear—

THAT with the Coal trouble looking as if it would soon pass away there has been a general quickening in advertising, al-though the bulk of it is chiefly directed to secure a share of the Christmas spending.

THAT the big stores in London and the provinces are taking on a festive appearance both inside and out, and the signwriter of decorative taste is showing his publicity pull.

THAT for the umpteenth time that wonderful children's book the Gamage Christmas Catalogue has had its delightful cover designed by Mr. Lawson Wood.

THAT sometime next month the members of the Aldwych Club are going to entertain their popular and perpetual chairman, Mr. Wareham Smith, who is long overdue all the honours they can bestow on hira.

THAT Mr. C. Russell Chapman, the gentleman who has so successfully told us that the Middlesex Hospital is falling down, is crowning his publicity work for that cause with a mass meeting at the Queen's Hall, where there will be "no appeal for subscriptions nor will there be a collection."

THAT several of London's suburban districts with a desire to keep local shoppers money within their own territory are busily organising Shopping Weeks between now and the middle of next month.

THAT among the substantial accounts that are passing into other hands is that of Pepsodent, the big selling American dentifrice, which from the new year wil be handled by Messrs. Lord and Thomas

THAT one of the large independent firms in the cigarette business is successfully working localised advertising schemes for a line they are marketing at five for tup-

THAT Mr. Harry Rowan, of the Glasgow firm of Messrs. Rowan and Co., one of the leading men's wear advertisers in that city, has offered a cup to the Glasgow Publicity Club for the best advertisement or advertising scheme created by a member of the club.

THAT there was considerable liveliness around the new Star building at the corner of Bouverie Street and Tudor Street on Monday that could not fail to impress any advertiser who passed by.

THAT an immediate and perhaps un-expected result of the recent sittings of the Irish Food Prices Commission is that an important Irish concern is to enter the advertising field very shortly.

# The Sunday Journal of the well-to-do

# We Hear-

THAT between now and the end of the year extra push may be expected in the business that makes its appeal to smokers; and——

THAT another line, that of chocolates and confectionery, may run the advertising of cigarettes and cigars a very close second.

THAT the Canadian National Railways, whose publicity chief, Mr. John Murray Gibbon, spent some time in this country in September, have again launched an advertising scheme as a preliminary to next season's emigration time.

THAT the Scottish Co-operative Wholesale Society, Ltd., have extended advertising articles of their own manufacture in northern newspapers, the latest being Amicus Underwear.

THAT the "Drink More Milk" campaign which has been so vigorously carried on in London and the South is being developed over the Border under the auspices of the Scottish Milk and Health Association.

THAT the Amalgamated Press, Ltd., have acquired certain of the wireless publications issued by the Radio Press, Ltd.

THAT Mr. Hugh Fraser, of the firm of Messrs. Fraser, Sons and Co., Ltd., well-known Glasgow advertisers in the drapery business, has just completed 50 years' service with the firm, having entered the smallwares department in 1876.

THAT Sir Guy Granet, chairman of the L.M.S. Railway, sailed for America on Saturday on board the Cunarder Berengaria.

THAT the latest bit of outside publicity linked up with a much-talked-about advertisement is the production of a Mustard Club calendar of artistic design.

THAT in ample time for next season's holiday making a tourist bureau in the interest of German resorts has been opened in that centre of foreign travel, Regent Street, W.

THAT the L.N.E.R. in the window of their Fleet Street branch office are exhibiting two charming posters, one of Norfolk and the other of the Yorkshire coast, with a reminder about next summer holidays printed thereon.

THAT Sir Alan Cobham has become a director of Messrs. Warwick Wright, Ltd., who rank among the leading advertisers in the motor-agency business.

THAT while publishers have made ample provision for the book-buying season it is doubtful if they will go out of their way to make any unusual advertising appeal apart from their regular support of the bookish journals and the usual literary pages in the leading newspapers.

THAT a group of railway posters, most of which have been familiar for some time, have been assembled for an exhibition at the Manchester Municipal School of Art.

THAT the Armistice Day picture page in the Morning Post was generally voted by the Fleet Street quidnuncs to be one of the most beautiful representations of the solemn occasion.

Mr. Harry Bull, Managing Director of the AUS-TRALIAN WINE CO., wrote me last week—"You have sent us three or four letters complainfing of delay in delivery of the sample cases of EMU WINES, which we advertised in your paper.

"You are to blame! For "the results from your "paper have been much "bigger than we anticipated and our thanks are "due to you for having "induced us to make a "test" advertisement in "to blame! The state of the substitution o

# "DAILY SKETCH"

"Good wine requiring no bush" was all very well for Shakespearian days. Nowadays a good article does well to be advertised in a good paper—the Daily Sketch of course!

ULRIC B. WALMSLEY, Advertisement Manager, The Daily Sketch and Sunday Herald Ltd., 200, Gray's Inn Road. W.C. 1.

ALWAYS it is the master touch that lifts everyday things above the commonplace

# "PERFECTOS" No. 2 Virginia Cigarettes

10 for  $10\frac{1}{2}$ d 20 for 1/950 for 4/3100 for 8/-

JOHN PLAYER & SONS, NOTTINGHAM

Branch of the Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.

A FEW FACES

of

SELECTED TYPES

Used for Typesetting by

B. DELLAGANA & CO., LTD.

11 SHOE LANE, LONDON, E.C.4.

Typesetting Dept.

1 Farringdon Avenue.

1 Farringdon Avenue. Telephone: Central 6725 In the Press. May we put you on our list for a copy?

# We Hear-

THAT Mr. Roy Hardy appeared in the evening at the Birmingham Conference in the regalia of an Associate of the Poor Richard Club, to which he has just been elected.

THAT the Dublin printing trade held a meeting last week to demand protection in the form of a tariff on imported printing; and—

THAT on the same day the Dublin daily papers contained a large advertisement for Messrs. Cahill and Co., Ltd., showing that not only had they been able to increase their home business, but that they had secured big printing contracts in Great Britain also!

THAT at the sitting of the Irish Free State Food Prices Tribunal in Dundalk, a grocer gave it as his opinion that customers would not have Irish condensed milk "because it was not advertised enough."

THAT Paul Henry's picture advertising dairying in the Free State for the Empire Marketing Board has been the subject of some criticism because it shows donkey carts carrying the milk to the creamery in place of more up-to-date motor lorries; and—

THAT the artist trenchantly replied to his critics to the effect that his picture represented things as they are, and not as his critics might wish them to be.

THAT Mr. George H. Patterson, of Catts-Patterson Co., Ltd., returned to Sydney this week by the R.M.S. *Orama*, after a tour of the Dominions and Europe.

THAT Mr. A. Wardle-Robinson has resigned his position as publicity director of the *Daily Express and Evening Standard*, and—

THAT, after a short holiday, we may expect to see him as publicity advisor of a large manufacturing concern.

THAT the Publicity Clubs' Executive Session at Birmingham on Saturday was a great success, that some real good work was done and helpful suggestions made, and—

THAT those who were left in Birmingham on the Sunday, entertained Mr. Walter Henman to dinner as a token of appreciation of the splendid organisation of the Publicity Club of Birmingham.

THAT advertisers, agents and newspapers once again supported the National Reminder Campaign on Armistice Day, and—

THAT provincial papers carried a good deal of space given to the fund.

# KEY A SPACE IN THE EMPIRE NEWS The Mail-Order Medium that pulls-and pulls-and pulls



ORGAN

OF

# SOME ADVERTISERS IN THIS ISSUE

BAR ONE CIGARETTES; BARRY & Co.; BECKER; BEECHAM'S PILLS; BEN-NETT COLLEGE; BENSON'S WATCHES; BLIND BALLOT; BLOSSER, DR.; BOL-SOM BROS.; BOOTS, LTD.; BRITISH ZONOPHONE Co.; BROOKS APPLIANCE Co.; B.T.H. VALVES; BURGESS LION OINTMENT; BURNDEPT WIRELESS Co.; CABINET GRAMOPHONE Co.; CADBURY BROS.; CENTRAL SUPPLY STORES; CITY-DE-LUXE; CRAVEN A.; CURZON BROS.; DARWIN RAZOR BLADES; DRAGE, D.; ELLIMAN'S EMBROCA-TION; ENO'S FRUIT SALT; FREEMAN, HARDY & WILLIS; FUNK & WAGNALL; G.E.C.; GLYCO-THYMOLINE; GRAHAM, ALFRED; GRAMOPHONE MNFG. Co.; GRAVES, J. G.; HILL, D. & J.; HODG-SON CARPETS; HYGIENIC FOOD Co.; JOY-PED RUBBERS; LEVER BROS.; LLOYD'S ARTOLEUM; LOBELLINE; MANIKIN CIGARS; MASTERS, LTD.; MEAD CYCLES; MEAD GRAMOPHONES; MILES, EUSTACE, LTD.; MOLASSINE; MUSTEROLE; NAPOLEON COUGH CURE; NATIONAL SAVINGS CERTIFICATES; NOBLE, JOHN; NOSTROLINE; O'BRIEN GRAMOPHONES; OXO; PEPS; PHILLIPS' RUBBERS; PHOSFERINE; PLAYER'S CIGARETTES; POTTER & CLARKE; POWELL'S BALSAM; RADOX; RE-SOL-IT; RILEY, E. J. (BILLIARD TABLES); ROBEY GRAMOPHONES; Saltrates; Schweppes; Scott's EMULSION; SIMPSON'S (BRIGHTON), LTD.; SPRATTS; TERRY, H. & SONS; TRIUMPH-AUTO PIANOS; URACE; VENO DRUG CO.; WITNEY BLANKET Co.; WRIGLEY'S; YEAST-VITE; YEWDALL'S; ETC.; EIC.

Also Advertisers in "Mail-Order Market" Section, "Miscellaneous,"&c.

# What is the most valuable Advertising Space?

THE issue of "JOHN BULL" dated December 4th on sale next Wednesday constitutes a British record and shows that Advertisers are alive to the value of this great periodical as a means of effectively (and therefore economically) covering the country.

LARGEST SIZE 48 pages.

GREATEST NET SALE

Over a million.

MOST "PAID" ADVERTISING

More than 1,000 inches.

For Advertising Rates and full particulars apply to:
Philip Emanuel, Advertisement Director,
ODHAMS PRESS LTD.,
Long Acre, W.C.2.

Terephone: Gerrard 9870 (14 lines).



# -Sunday Pictorial -

CIRCULATION OVER 2,000,000 WEEKLY



Read in over 2,000,000. family circles every Sunday





"A Campaign in Itself"

Specimen Copy, Rates and Full Particulars will be sent on application to

SIDNEY D. NICHOLLS

ADVERTISEMENT MANAGER,

Geraldine House,

Rolls Buildings,

Fetter Lane,

E.C.4.

'Phone: Central 3440 (Seven Lines)- Telegrams:
"Sunpicad, Fleet, London"

Vol. 52

FRIDAY, NOVEMBER 26, 1926

No. 703

# "Advertising is the Life of Trade"

# A Speech to the American Association of Advertising Agencies

By President Coolidge

OMETIMES it seems as though our generation fails to give the proper estimate and importance to the values of life. Results appear to be secured so easily that we look upon them with indifference. We take too many things as a matter of course, when, in fact, they have been obtained for us only as the result of ages of effort and sacrifice.

We have become so accustomed to the character of our whole vast and intricate system of existence that we do not ordinarily realise its enormous importance.

It seems to me probable that of all our economic life the element on which we are inclined to place too low an estimate is advertising. When we come in contact with our great manufacturing plants, our extensive systems of transportation, our enormous breadth of agriculture, or the imposing structures of commerce and finance, we are forced to gain a certain impression by their very magnitude, even though we do not stop to consider all their implications.

# Appeal to Senses

By the very size and nature of their material form they make an appeal to the senses, even though the import does not reach the understanding. But as we turn through the pages of the Press and the periodicals, as we catch the flash of billboards along the railroads and the highways, all of which have become enormous vehicles of the advertising art, I doubt if we realise at all the impressive part that these displays are coming more and more to play in modern life.

Even the most casual observation, however, reveals to us that advertising has become a great business. It requires for its maintenance investments of great amounts of capital, the occupation of large areas of floor space, the employment of an enormous number of people, heavy shipments through the United States mails, wide service by telephone and telegraph, broad use of the printing and paper trades, and the utmost skill in direction and management. In its turnover it runs into hundreds of millions of dollars each year.

When we stop to consider the part which advertising plays in the modern life of production and trade we see that basically it is that of education. It informs its readers of the existence and nature of commodities by explaining the advantages to be derived from their use and creates for them a wider demand. It makes new thoughts, new desires, and new actions. By changing the attitude of mind it changes the material condition of the people.

Somewhere I have seen ascribed to Abraham Lincoln the statement that:

"In this and like communities public sentiment is everything. With public sentiment nothing can fail; without it nothing can succeed; consequently, he who moulds public sentiment goes deeper than he who enacts statutes or pronounces decisions. He makes statutes and decisions possible or impossible to be executed."

# THIS WEEK'S PAPER

New Trend in Drapery Advertising Four Stores' Reasons for change in style

The Jobs of Selling and Buying Space—By John C. Kirkwood

Making Better Use of the Picture
Page—By Leslie Lewis
Possibilities of news-photograph adver-

Modern Tendencies and Some of their Dangers—By H. Colin Edgell

# And all Regular Features

Ad. News in Brief
Publication Notes and News
Club Notes and News
Current Advertising
Good Ideas
Advertiser's Gazette
We Hear, etc.

THE ADVERTISER'S WEEKLY 66, Shoe Lane, London, E.C.4.

Advertising creates and changes this foundation of all popular action, public sentiment, or public opinion. It is the most potent influence in adopting and changing the habits and modes of life, affecting work and play of the whole nation. Formerly, it was an axiom that competition was the life of trade. Under the methods of the present day it would seem to be more appropriate to say that advertising is the life of trade.

# Some Instances of Effect

Two examples of this influence have come to me in a casual way. While I cannot vouch for the details, I believe in their outline they are substantially correct. One relates to an American industry that had rather phenomenal growth and prosperity in the late eighties and early nineties, being the foundation of one or two large fortunes. In its development it has been a most generous advertiser. A time came when various concerns engaged in this line of manufacturing were merged and consolidated. There being no longer any keen competition, it was felt that it was now no longer necessary to explain to the public the value of this product or the superiority of one make over another. In order to save the large expense that had been made for that purpose, advertising was substantially abandoned.

The inevitable result followed, which all well-informed trade quarters now know would follow. But the value of advertising was not so well understood twenty-five or thirty years ago. This concern soon became almost a complete failure. As I recall, it had to be reorganised, entailing great losses. This line of trade was later revived under the direction and counsel of some of its old managers, and with the proper amount of publicity became a successful enterprise.

But let us turn from the unfortunate experience of the loss that occurred through lack of advertising to an example of gain that was made through the shrewd application of this principle. In a somewhat typical American community a concern was engaged in an industrial enterprise. Its employees were not required to be men of great skill. Oftentimes they

were new arrivals in this country who had been brought up to be accustomed to the meagre scale of living abroad. Their wants were not large, so that under the American rate of wages they found it possible to supply themselves and their families without working anywhere near full time. As a result, production was low compared with the number employed, and was out of proportion to the overhead expense of management and capital costs.

Some fertile mind conceived the idea of locating a good milliner in that community. The wares of this shop were generously advertised through window display, newspaper space and circularisation. I suppose that every head of a family knows that a new bonnet on the head of one of the women in the neighbourhood is contagious. The result in that community almost at once was better wearing apparel for the women, which necessitated more steady employment for the men. The output of the plant was greatly increased, its cost units were reduced, its profits were enlarged, it could sell its product to its customers at a lower figure, and the whole industry was improved. More wealth was produced.

But the reaction went even further. The whole standard of living in that locality was raised. All the people became better clothed, better fed, and better housed. They had aspirations, and the means to satisfy them, for the finer things of life. All this came from the judicious application of the principle of advertising.

# Mass Production

The system which brought about these results is well known to the members of this association. You have seen innumerable instances where concerns have failed through lack of advertising, and innumerable others where they have made a success through the right kind and amount of publicity. Under its stimulation the country has gone from the old hand methods of production, which were so slow and laborious, with high unit costs and low wages, to our present great factory system and its mass production with the astonishing result of low unit costs and high wages. The pre-eminence of America in industry, which has constantly brought about a reduction of costs, has come very largely through mass production. Mass production is only possible where there is mass demand. Mass demand has been created almost entirely through the development of advertising.

In former days goods were expected to sell themselves. Oftentimes they were carried about from door to door. Otherwise they were displayed on the shelves and counters of the merchant. The public were supposed to know of these sources of supply and depend on themselves for their knowledge of what was to be sold.

Modern business could neither have

been created nor can it be maintained on any such system.

It constantly requires publicity.

It is not enough that goods are made; a demand for them must also be made.

It is on this foundation of enlarging production through the demands created by advertising that very much of the success of the American industrial system rests. It will at once

# SOME POINTS FROM THE PRESIDENT'S SPEECH

Advertising is the most potent influence in adapting and changing the habits and modes of life.

Mass production and mass demand have been created through the development of advertising.

A great power has been placed in the hands of those who direct the advertising policies of our country and power is always coupled with RESPONSIBILI-TIES.

occur to those who have given any thought to these subjects how important it is to the continuing success of the business which this gathering represents, and to the general welfare of the country, that the conditions under which these results have been secured should be maintained.

It is our high rate of wages which brings about the greatest distribution of wealth that the world has ever seen and provides the enormous capacity for the consumption of all kinds of commodities which characterises our country. With our improved machinery, with the great increase in power that has come from steam and electricity, with the application of engineering methods to production, the output of each individual engaged in our industrial and agricultural life is steadily increasing. The elimination of waste through standardisation has been another most important factor in this direction.

# Advertising Not Waste

If we proceed under our present system, there would appear to be little reason to doubt that we can continue to maintain all these high standards in wages, in output and in consumption indefinitely, and with our home markets as a foundation increase our foreign commerce by a greater exchange of those commodities in which we are peculiarly favoured for the commodities of other nations in

which they have a special advantage. But nothing would appear to be plainer than that all this depends upon the maintenance of our American scale of wages, which is the main support of our home market.

It is to be seen that advertising is not an economic waste. It ministers to the true development of trade. It is no doubt possible to waste money through wrong methods of advertising, as it can be wasted through wrong methods in any department of industry. But, rightfully applied, it is the method by which the desir is created for better things. When that once exists, new ambition is developed for the creation and use of wealth.

# Responsibilities

The uncivilised make little progress because they have few desires. The inhabitants of our country are stimulated to new wants in all directions. In order to satisfy their constantly increasing desires, they necessarily expand their productive power. They create more wealth because it is only by that method that they can satisfy their wants. It is this constantly enlarging circle that represents the increasing progress of civilisation.

A great power has been placed in the hands of those who direct the advertising policies of our country, and power is always coupled with responsibilities. No occupation is charged with greater obligations than that which partakes of the nature of education. Those engaged in that effort are changing the trend of human thought. They are moulding the human mind. Those who write upon that tablet write for all eternity. There can be no permanent basis for advertising except a representation of the exact truth. Whenever deception, falsehood and fraud creep in they undermine the whole structure. They damage the whole art.

The efforts of the Government to secure correct labels, fair trade practices, and equal opportunity for all our inhapitants is fundamentally an effort to get the truth into business.

The Government can do much in this direction by setting up correct standards, but all its efforts will fail unless it has the loyal support of the business men of the nation. If our commercial life is to be clean and wholesome and permanent in the last resort, it will be because those who are engaged in it are determined to make it so.

The ultimate reformers of business must be the business men themselves. My conception of what advertising agencies want is a business world in which the standards are so high that it will only be necessary for them to tell the truth about it. It will never be possible to create a permanent desire for things which do not have a permanent worth. It is my belief that more and more the trade of our country is conforming to these principles.

# New Trend in Prapery Advertising

Four Stores Give Their Reasons for the Change in the Style of Copy

the last twelve months there have been many developments in the advertising of the big drapery stores, which seem to have been crowned by a recent entire change in copy, lay-out and arrangement of the advertisements.

It is interesting to learn why the old method of advertising which served so long should have been forsaken for the new style that has been



A reproduction of one of Harrods' recent full-page announcements

appearing recently in our daily papers. Following are the opinions of four large stores on this subject.

Selfridge's state that they have not made any radical change in their policy lately, the change they have made only being one of the many changes which are constantly taking place in their advertising. When they started, seventeen years ago, they soon found out that it was of little or no use filling the papers with advertisements which were merely catalogues of merchandise, and it was futile to use blatant copy which shouted to the public that everything was a wonderful and marvellous bargain. It is Selfridge's endeavour to put out some really interesting advertisements of some news value, and so get the name of the firm unconsciously yet indelibly impressed upon the public mind.

# Special Attractions

It is, of course, distinctly easy for them to make these many changes in the advertising as the store is so large that there is some special event going on every week in at least one of the departments, and this would form the basis of the week's advertising. Some events of especial interest had happened lately which had enabled them to alter the whole tone of the advertising; e.g., Cobham's aeroplane, which was on show at the store for some time.

In the early days, Mr. Selfridge had realised that the store must not merely aim at the hard grind of buying and selling, but must be a real home for shoppers, which would be able to give a real service, and this idea was beginning to show itself more than ever in their present-day advertising.

Harrods make no secret of the fact that their advertising has taken a definite "turn for the better." Although they are not blind to the power of the strong black head-line they had realised that some good typography and decent lay-out would pull bigger results.

## The Old Idea

The old idea had been to get a quick and direct turnover, and to accomplish this it was necessary to get as much into the advertisement as possible, the result being, of course, a page crowded with many detailed drawings with each article priced.

The idea which the new advertising is trying to achieve is to cater more generally for the public's wants: to tell their feminine clientele the latest fashions and best styles; tell them what Paris is doing and thinking and so forth, and so build up good faith in the House, so that if anyone were in doubt as to what to wear, they would instinctively turn to Harrods and be sure of getting the best advice.

The Austin Reed advertising is in

the hands of an agency whose definite object is to pull results through the advertising; but the question from the start has been "Which type of advertising pays best?" Austin Reed's are now, more than ever before, concentrating on the men's side of the business, and that is a vastly different proposition from advertising to women. They regard men as shy creatures. To illustrate an article and put a reasonable price by the side of it, is a sure way to fill the store with women, but it will not attract men so readily.

It was quickly realised that the advertising lacked that "something" which men needed, and a little "reason-why" copy was introduced and offered as a solution to the problem; but men are impatient creatures, and would not trouble to read long copy, so the first thing to do was to tell the story as briefly as possible. For this purpose, they introduced the long head-line so that the story might be taken in at a glance.

The next problem was that of the illustration and a quasi-humorous style was used: this was successful for a time, until obdurate man came to regard the advertising as a joke,

and it was found that humorous illustrations were dangerous.

After several experiments it was found that the type of advertisement being used at present was the bestseller. The long head-line, a cleancut illustration and copy as short as



One of the most recent of Bradley's advertisements

possible and as long as necessary, with the name of the firm boldly displayed.

With the opening of the new store in Regent Street, the advertising was completely altered as it was necessary to make it indicative as well as informative.

Barker's do not believe in spectacular advertising for their store. When they were first confronted with the problem of advertising, the question had been whether to advertise the store or the goods in it. It was futile for them to advertise for people to come and see their store as they had nothing extraordinary to offer to the public in the way of a magnificent building, therefore, it was essential that the advertising should be of a catalogued style, advertising the goods.

About 100,000 people attended the store on the busiest day of the week, and every one of these people came with the definite object of buying a particular article. The advertising side of Messrs. Barker's business contend that a customer who comes with the definite object of buying is worth infinitely more than many people who come for a day's outing, to see the store and walk aimlessly about looking at the goods. CE.M.

# Modern Tendencies and Some of their Dangers

Impressionism, Realism and Individuality—Some Elements of Good Copy—The Suitability of the Type

By H. Colin Edgell (Advertising Manager, Robinson and Cleaver, Ltd.) \*

AY-OUT," by which term we refer to the arrangement of the advertisement, is a particularly difficult element to define in detail. The aim is to make the advertisement attractive, to use the space to the best advantage and to give the proper emphasis to each part of the copy.



White space is one of the most important factors in securing an effec-tive "lay-out." Many of you have, no doubt, like myself, had to battle in the cause of "white space." It is nearly always a task to make the "man who pays" realise its value. He will often readily agree

Mr. Colin Edgell

to pay increased rates for a solus position, yet fail to understand how the judicious use of white space can make an ordinary position almost as effective as a "solus." The desire to fill to pay increased rates for a every corner has ruined many an advertisement, and is one we must all endeavour to counteract.

# Typography Fashions

The type used undoubtedly plays an important part in making an advertisement effective or ineffective. tendency nowadays is to be "fashionable at all costs," and often the costs are heavy. Is there any phase of advertising in which fashion has so much effect as in typography? This is, of course, a tribute to the initiative and resourcefulness of the type founders who, as soon as they have sold one fount to every self-respecting printer, proceed by propaganda and advertising to add yet another fount to the list of those which must be stocked. The "booms" in open types Nicholas Cochin, and Goudy, are fresh in the memory of all of us. memory of all of us.

Open types were distinctive at first, but have now become almost commonplace. It is true that the first few advertisers who use a new and distinctive type secure thereby a certain amount of attention, which is, perhaps, an argument for adopting each new fashion as it deserves. But, apart from advertising men and women, does the general public notice a type for its "newness"? I think not. I very much doubt if that argument justifies the use of new founts as such.

I would suggest that the point to bear in mind is the "suitability" of the fount to the article advertised, and to the media used. For example, Nicholas Cochin may be effective in the better-class

weeklies, but its tendency towards illegibility and its rather fancy appearance makes it, in my opinion, totally unsuitable for the daily Press. For a substantial material and plain article, a plain type is obviously best. Fine crafts-manship, delicate detail, and lightness and airiness can all be interpreted by means of founts with those characteristics.

Goudy, the most popular type family of the moment, should stay perhaps longer than most fashionable founts. The bold variety combines a charm of line with a clearness and legibility which should give it a permanent place in the copy-writer's mind. The hand-tooled variety has an extra touch of delicacy, which, from experience, I know only too well is lost in anything but the finest printing.

## Two Characteristics

In the complete advertisement there are two elements which need most emphasis-Unity, and Character.

Unity is achieved best by good lay-out as far as the type is concerned, and by a sense of sequence in copywriting as far as the mind is concerned. Unity is essential to a piece of copy if it is to pull to the fullest extent.

As for character or individuality-that is perhaps the element of good copy. And to some extent this one statement nullifies all I have said. How often character and individuality are secured by breaking all the traditions of, and rules of, copy-writing! If there are rules in advertising-they are certainly made to be broken.

Now, let us consider one or two of the types of advertising in use to-day. We can pass by the straightforward type with the observation that it is better to be straightforward than to use less direct methods, unless we are sure, or know from experience, less direct methods have more force than the direct.

# The Use of the Question

First, there is the intimate and personal style which talks to the reader direct, like man to man or woman to woman. It is a simple but effective method, and as far as conversational advertisements are concerned, its particular cleverness is that questions are suggested and answered, the questions being those the advertiser particularly wishes to answer. Then there is the "figure" type of

advertising sometimes linked up with the personal type as in the case of "The Hon. Bob" of "Sarony" fame. But, usually the "figure" is a trade mark brought to life, and is perhaps the best form of trade mark. Great care is needed in selecting a figure. I know of one figure that usually speaks in rhyme, which actually annoyed many typical readers whom I have questioned on advertising.

Two tendencies in advertising to-day I

consider particularly significant. First, there is this tendency: Adver-

tising is in danger of becoming "High-The reaction from the crudities of early advertising efforts is producing a school which is soaring above the heads

of the people it wishes to attract.

Its new slogan is "Impressionism," and in advertising the test of value of any particular form of advertising is, does it pay?

Let us consider "Impressionism" from

that point of view.

An article in the last issue of "Advertising Display" concluded with this injunction: "Don't be crazy to be modern. The first necessity of any message is to be understood.

These words were written of typography but, slightly recast, they are particularly applicable in this case. "Don't be impressionistic to be fashionable. The first function of any advertisement is to attract attention, but it is equally important that its message shall be understood." Impressionism is only of use in so far as it helps an advertisement to "get home" and has no intrinsic value in itself. Realism, on the other hand, is essentially concerned with facts, and the facts in an advertisement constitute its

message or selling points.

The difficulty of deciding with any degree of certainty what pays and what does not, is a common one in advertising.

Those advertisers who have used impressionistic copy are almost all national advertisers who have firmly established their products by realistic advertising, and the effects of the newer methods are not easily discovered.

# Note of Culture

During the past year there have been two important biscuit campaigns. One, dealing mainly with "Cream Crackers" has been of the impressionistic order. The illustrations were suggestive of crispness and goodness while the copy was in beauting with the illustrations was in keeping with the illustrations, deft and playful rather than direct. The typography and lay-out, it is true, were delightful in ensemble and restrained in character, though at times they bordered on what for want of a better term I will call the "pretty-pretty" style of adver-

These advertisements were perhaps eminently suitable for the cultured atmosphere of the weekly reviews, and possibly *Punch*. But in the *Daily Mail* and the cheaper women's weeklies they looked strangely out of keeping with

their surroundings.

The other biscuit campaign was no less dignified and came well up to modern standards of advertising, but it had what with all its "atmosphere" the "Cream Cracker" campaign had not—"punch." The advertisements took the form of a "close-up" photograph from above an open tin of daintily packed biscuits, a few words of direct copy—all to the point—and the manufacturers' name

(Continued on page 345)

<sup>\*</sup>Extracts from a paper read at the Regent Advertising Club on November 17, 1926, Mr. E. Boreland Green in the Chair.

# Making Better Use of the Picture Page

Possibilities of News-Photograph Advertisements—A Criticism of Recent Examples—Associating Copy with the Rest of the Page

By Leslie Lewis

HE full page of pictures has become a permanent and much appreciated feature of daily journalism. News pictures, scattered over the various pages of a paper, have given way to whole pages and to double-page spreads that present the day's chief news from the camera-man's point of view.

The space devoted to advertisements on a picture page has peculiar possibilities. This much may be stated at once—that copy which has a striking appearance and an immediate attraction on a page of type may lose a large proportion of its power of appeal on a page composed solely of photographs, simply because the contrast advises the mind immediately of the difference between the news and the advertisement.

# Scant Attention

It is, therefore, believable that any advertisement on a picture page which contains a mass of type—which has no appearance of a news picture and, therefore, does not promise to help the reader to pick out quickly the news of the day—will receive scant attention.

Several advertisements have appeared in the Press recently which show that advertisers are realising the peculiar opportunities offered by a page of pictures. By using a striking photograph in the space they have bought—a photograph, not of the inanimate article which it is desired to

BIFIND THE SCENIS or the RUSSIAN BALLET

The first data accordance from the first data state.

BIFIND THE SCENIS or the RUSSIAN BALLET

The first data accordance from the first data acco

Showing characters from the Russian Ballet

advertise, but a picture preferably in which the human figure plays an important part—the eye will travel logically from the actual news picture to the picture at the bottom of the page.



This Eno picture advertisement would make excellent copy for the picture page

It seems obvious that the more like a news photograph the advertisement is, the more likelihood there is of it being taken into consideration. Indeed, the ideal advertisement for the picture page is one in which a news story in connection with the firm is portrayed by photograph.

An excellent example, which would have made good copy for a picture page, was the photograph used in Thomas Wallis and Co.'s recent advertisement of vanloads of Witney blankets arriving at the firm's premises, ready for the winter season.

The Virol-and-Milk advertisements are excellent for the purpose. Appearing on the picture page, on which usually is published at least one photograph of an actor or actress "starring" in a current play (O shade of the Press agent!), they have not only a news appearance, but an actual news interest.

Three points occur to me in connection with these advertisements. The first is that it would have been better in both instances to have omitted the headline. The second is that the caption might have been smaller, and the third is that the open letter might have given place to a solid

letter. These three criticisms all point to one thing—making the advertisement conform more to the general appearance of the page.

Perhaps the criticisms in this instance may, at first sight, appear captious. Certainly the pictures are so interesting and so striking that few people could miss seeing them. But if the fact that they are unassociated with the rest of the matter on the page were not made plain at the top of the picture, it is possible that more people would read the whole of the caption instead of, possibly, only the line immediately below the picture.

# Good Specimens

It must be admitted that these Viroland-Milk advertisements are some of the best that have appeared on picture pages since picture pages were first instituted. The Eno picture would make another splendid piece of copy for the same purpose. It may be that the caption is again a little too long and the heading would be better left out. But the boldness of the picture, the intriguing subject and the clever use of the shadow are sufficient to attract the attention of most glancers.

The possibilities of the picture page have been only partially explored, and it is certain that the art of the camera man will soon be used to a far greater extent in preparing copy for this, one of the most appreciated features of the modern daily paper.



Another of the pic'ure-page advertise-; ments for Virol-and-Milk

# Letters From Our Readers

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

Jobs in the Colonies

SIR,—In a very able article published in the *Daily Telegraph* of November 17, by Mr. R. J. H. Sidney, F.R.G.S., there is one alarmingly true statement to the effect that "any man from Home taking a position in one of our Colonies has extreme difficulty in obtaining a position should he return at any time; being looked upon as a back number."

At the present time there are men in this country seeking employees to fill positions in our Colonies in my own

profession.

As a brother professional who has recently returned from some years' work in our Colonies, I can vouch for the accuracy of Mr. Sidney's statement.

It is a long, long way from home in most cases, conditions are very different, antipathy to the new Englishman is hourly apparent and living expenses are very much higher than at home and openings beyond the firm one goes out to are few and difficult to obtain.

To anyone who decides to take such a step, I say, consider first that if you decide to come back your chances of a position at home are far less than when you left and see your contract provides for your fare home.
"LUCIDUS ORDO."

# A Reply to "Eritas"

SIR,—I have not read the book mentioned by "Eritas" in his criticism of my article on punctuation, and I am, therefore duly gratified to learn that I had arrived independently at the same conclusions as

independently at the same conclusions as were reached by so well-known an authority as Mr. Toohill.

That "Hallo old boy" seems to cause "Eritas" some uneasiness. He says that the nearest that can be got to it is "Hallold boy." He is perfectly right; that is exactly how it is usually pronounced. Then why insert a comma? The same hiatus occurs in "The Orinoco

overflowed its banks." Does "Eritas" want a comma after "Orinoco"?

The whole tone of his letter shows that "Eritas" disagrees with my statement that a copywriter's punctuation need not be academic. That view I maintain. The effect of the human note in advertisement copy is so great that those few people who are swayed by the more obscure niceties of grammar may be ignored.

WILFRID W. TISBURY.

# The Lace Industry

SIR,-Your report of a meeting of the Nottingham Publicity Club states that Sir Lawrence Weaver, in the course of his speech, suggested that "not less than £10,000 should be spent on a Nottingham lace publicity scheme in one 'flight.'"

From a man with Sir Lawrence Weaver's wide experience this seems somewhat surprising advice. Among the principal causes of the setback sustained by the Nottingham lace industry are surely those of change in fashion, change in habit and change in domestic archi-tecture. Women wear fewer garments nowadays, and less lace is used in their adornment. This change is due partly to the less sedentary habits of woman, and partly to the greater expense and trouble of laundering. Advance in our knowledge of hygiene has been responsible for changes in our habit of life, and we should have a horror of being surrounded by the multitude of lacy ornaments in the home which delighted our forbears. The increased popularity of casement windows in domestic architecture has been partly responsible for the increased vogue for "casement" curtains in preference to lace curtains.

These changes are such that a £10,000 publicity scheme alone would have little effect in countering the heavy reduction they have caused in the buying of lace. CHARLES W. CROPPER.

# **Humorous Replies**

SIR,—We herewith enclose copies of two letters which we have recently received in reply to our advertisements in some illustrated weekly, which we think might be of interest to you.

Drake and Gorham, Ltd.

W. ROGERS.

[COPY.]

R. K. Jinkworan, Wes. Mission School, Atonsu via Mampong. Oct. 5, 1926.

Sir,-Please send your free fookest. Hoping you will not fail to send me request.

My best love to you and all. Yours respectfully Br. K. JINKWORAN, Atonsu,

Agent.

[COPY.]

J. C. C. Essien, 1, Ankunmen Store, 1, Family Building, Insuta, 9.10.1926

DEAR SIR,-I have learned your esteemed address from a certain newspapers but highly induced me that you are the best posseis of all English manufacture in the City of London or in any country. There-London or in any country. Therefore, I will be ermmensely please if you shall endeavour to produce me your General Wholesale Samples and Wholesale Catalogue and general terms of arrange business. As I should like to enter into business relation with your esteemed firm in this very season. In fact my clints are anxiously to approach you with everlasting trade that will lasted but the consummation of the world. Therefore, do send me the particlars concerring our business arrange-ments per next mail coming.

Hoping you that this is my primitive demand you would not fail to

do same.

waiting,

(SGD) J. C. C. ESSIEN.

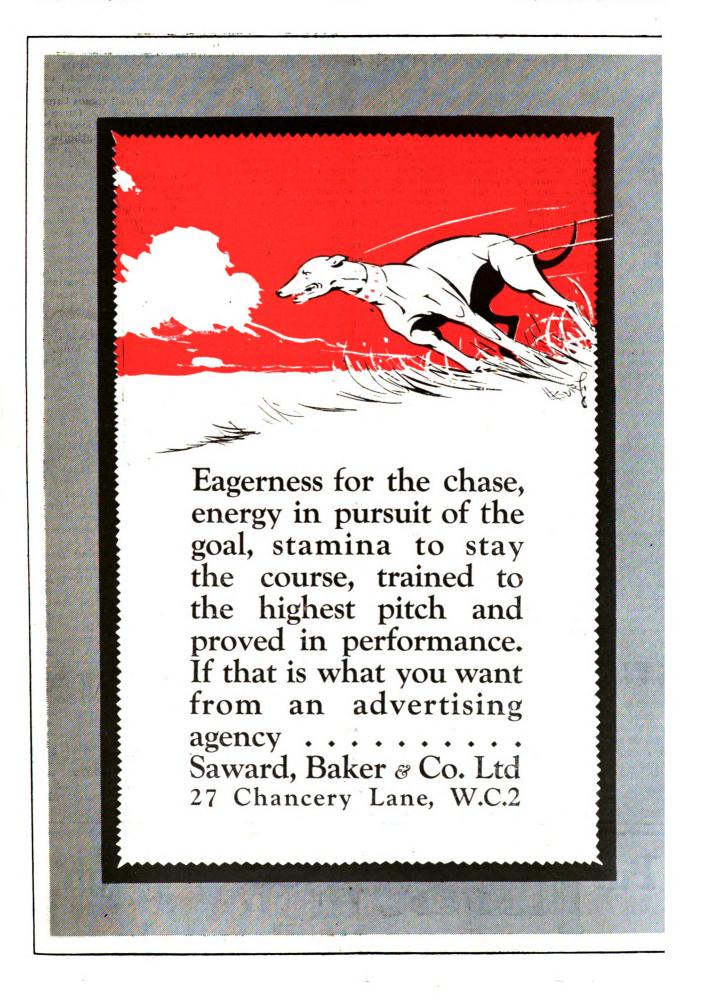
# SUCCESSFUL ADVERTISING

We advertise successfully, the products of 40 of Britain's Leading Firms. organization of 58 alert and capable young men and women can handle more business.

May we discuss your Advertising problems with you?

# CHARLES F. HIGHAM, LTD.

IMPERIAL HOUSE, KINGSWAY, LONDON, W.C. 2.



# The Jobs of Selling Buying Space

By John C. Kirkwood

REALLY good space-seller, like a really good salesman of any other class of mer-. perpetually chandise, is studying his proposals to space-buyers from the standpoint of the buyer.

Really good space-sellers are required by media whose space is in poor demand; with media like the London Daily Mail or Punch their space is in such heavy demand that little or no effort is required to find buyers

Publications whose space is in good demand, with demand equalling or exceeding supply, do not depend on flesh-and-blood representatives to make a market for their space; the publishers themselves create demand, by building up the circulations of their media, and by making them estimable and wanted by advertisers; that is to say, they pre-sell their medium to the consumer of space in it. It is true, of course, that the representative of a medium like the Daily Mail or Punch has to be a high-grade man in ability, character and personality, and that he has to be a competent exponent of his medium; but these qualities and abilities are not salesmanship, but are merely attributes of salesmanship.

# What is Salesmanship?

Salesmanship is the art and practice of making buyers for one's merchandise where and when the merchandise may be neither known nor desired; it is the changing of buyers' minds and wills from a condition of apathy or antagonism or resistance to making them chord with the seller's mind and will, so that there is acceptance of the seller's proposal.

In the case of media like the Daily Mail and Punch, the job of making space-buyers and space-users is really performed by the higher command; performance of this sort is not left to

the representatives.

I am thinking of a certain publication whose readers are motorists and those engaged in motor transport; also, makers of motoring supplies. This publication has a net sale circulation of something under 50,000 The space-sellers of this copies. publication have a man-size job on

their hands, and, by their own admission, they have a heart-breaking time of it when they go a canvassing. among advertising agencies and advertisers. Their grievance-for they have a grievance-is that, though they may succeed in interesting an advertiser, yet when they go to the advertising agencies, at the direction of their clients, they usually get turned down hard; indeed, often they can see at the agency's headquarters no man of any authority or seniority.

The representative of this medium poured into my ears his tale of woe, and he used the word "ought": the principals of agencies—the top menshould, he continued, give him an opportunity to present his canvass.

"How many representatives a day will call at a large agency?" I said. "Probably a hundred a day," was the "According to your view," I inquired, "you would have the top space-buyer see every man who calls, and give him an audience. Is this the view which you hold?"; and the representative said "Yes." One can make calculations. Suppose that an average of 10 minutes is required by each representative, then:

Hours. Min.

25 audiences would consume

|      | a | total | of |    |   | 4  | 10 |
|------|---|-------|----|----|---|----|----|
| 40   |   | ,,    | ,, | ,, |   | 6  | 40 |
| 50   |   | ,,    | ,, | ,, |   | 8  | 20 |
| 80   |   | ••    | ,, | ,, |   | 13 | 20 |
| 00   |   | ,,    | ,, | ,, |   |    | 40 |
| **** |   |       |    |    | - |    |    |

What top space-buyer, I ask, can give audience to all and sundry, and at the same time perform the job which his employers pay him to do?

Agency's Space-Buyer's Job

If the representative of a newspaper or periodical could sit for a day in the office of the top space-buyer of a busy advertising agency, he probably would acquire a flood of new understanding, and would learn why he and scores of other representatives cannot be seen when they call. I asked a space-buyer to tell me the story of his day; he told it to me in less than five minutes. One of his kick-off words was "bloody" another word was "slogging." Both " Take words are almost inevitable. this morning—a Saturday," said this man. "Here I am negotiating orders for two advertisers-and arranging

positions and other details with two hundred papers.'

While I was in his room—all in the space of five minutes—he was on the telephone twice: newspapers were calling up about contracts, copy, positions, insertion dates, and what not. This sort of call comes through scores of times each day. Came in a contact man, with instructions to have cancelled the insertions authorised in three media; and cancellation orders have to be made out and despatched. Came in a clerk with an inquiry about a credit. The assistant who types out estimates came in to ask some essential questions for instant attention. young woman from the voucher department entered with a query. A stenographer was called in to receive a dictated letter—a letter of complaint to the advertisement manager of a London daily about the manner in which a client's advertising was being omitted and misplaced.

This specimen five minutes is typical of what is going on all day long. On the space-buyer's desk was a mass of correspondence, all calling for attention. Many letters cannot be answered without a search of files or records to get essential information. Estimates have to be prepared in the rough for the typist-often a tedious job; then carefully checked before dispatch.

Not a small part of a space-buyer's time is spent in conference with directors or others, to talk over programmes and media in relation to old, new and prospective clients. In and out of the top space-buyer's office all day long there is a flow of persons with

instructions to give.

Letters like the following are received with unwelcome frequency :-

"We thank you for the enclosed order for——, but regret to inform you that all the available space has been sold on the dates desired. We should therefore be glad to know if we may have the option of inserting on Tuesdays and Saturdays in each week.'

Before letters of this sort can be answered finally, there may have to be conferences with contact men, or telephone conversations or correspondence communications clients.

While all this swirl of work is going on in the top space-buyer's room, there are representatives in the front office asking to see Mr.the top space-buyer), in order to canvass him,

(Continued on page 338)

# ag in your campaign It sells in the home



leads to the Homes of Men and Women Who BUY.

A big proportion of them can only be reached by way of the MORNING POST—they read no other morning paper.

If you want your goods BOUGHT—not Freely Sampled,

**INCLUDE** 

# The Morning Post

THE COMPLETE QUALITY DAILY

PERCY WATSON, Advertisement Manager, 346, STRAND, LONDON, W.C.2.

Telephone: CITY 1500.

# Sale of the "Daily Chronicle"

Mr. Lloyd George Sells Out-Lord Reading the New Chairman-Mr. McCurdy's Position

THE chief topic of discussion in Fleet Street this week has naturally been the change in proprietorship of United Newspapers (1918), Ltd.

Although only Mr. Lloyd George's interest is mentioned in the official statement (given below), the sale is not apparently confined to a block of shares. While some of the newspaper reports speak of the sale of a controlling interest, there seems no doubt that all the shareholders will be given a fair opportunity to participate in the sale, as was done only a week or two ago when Sir William and Mr, Gomer Berry purchased the Amalgamated Press.

City estimates put the price paid for the Ordinary shares (of which there are roughly 600,000 £1 shares) at £2,000,000 and over, one estimate being in the neighbourhood of £3,000,000. There is also a block of 600,000 Preference shares which are presumably not included in the City estimates as to the price paid by the new purchasers. Whatever the price, the sale will mean an enormous profit to the shareholders.

Fleet Street is particularly interested in the names of the new purchasers, which are new to the newspaper and advertising world. Lord Reading, it will be noticed, will become Chairman of the company.

# Mr. McCurdy's Career

If this should be followed by Mr. McCurdy's retirement from the board as well as from the chairmanship, it will mean the end of a career in Fleet Street as short as it has been brilliant. Since Mr. McCurdy took charge in 1923, the paper has been enlarged and generally improved; its reputation as an advertising medium, and its advertising revenue, have enormously increased; with what results to the shareholders the figures quoted on the present sale show

quoted on the present sale show.

It is interesting to note that, since Mr. Imber remodelled the advertisement department, the demand for advertising space has increased considerably. Indeed, the demand has been more than doubled in the last three years.

If the change of control in the Daily Chronicle and its allied publications means the retirement of Mr. McCurdy, it will give him more time to devote to his duties as President of the Advertising Association, and to the organisation of the forthcoming Advertising Exhibition and Convention in London. And, if so able an executive's time is put at the disposal of the Advertising Association advertising should benefit by recent events.

The purchasers are Sir David Yule and Sir Thomas Sivewright Catto, the senior directors of the firms of Andrew Yule and Co., Indian merchants of Calcutta and Bombay, and of Yule, Catto and Co., of London.

Sir David Yule is also a director of the Midland Bank, the Mercantile Bank of India, and of the Royal Exchange Assurance Society. Sir Thomas Catto gave his assistance to the Food Ministry during the war, and was head of the British Food Mission in the United States.

United Newspapers (1918), Ltd., is the company which owns the Daily Chronicle and the Sunday News. It holds also the controlling interest in the Edinburgh Evening News and the Yorkshire Evening

News. There are offices and printing plants in London, Leeds and Edinburgh.

The capital consists of £612,504 of Preference shares and £616,504 of Ordinary shares, each of £1, and there are 770,992 unissued £1 shares. Control of the company is vested in the Ordinary shares. The majority of these were held by the trustees of Mr. Lloyd George's political fund. Mr. Lloyd George has now sold all his shares. He will have no further part in the direction of the Daily Chronicle.

No public issue of shares will be made by the new proprietors.

# Cut-Outs to Sell Australian Butter

2,000 Window Displays Double Grocers' Sales-Australian Produce Successes

TWO excellent cut-outs are being distributed this week to the grocery trade to stimulate the sale of Australian butter. The two photographs reproduced below give some idea of their attractiveness.

The full effect, however, is lost in the photographing. In the larger cut-out, for instance, the figure of the man and the kangaroo, the plate of butter, and the

foreground of the picture, showing the dispatch and shipment of butter — all these stand out from the background, which represents the





farms and fine prairie pasture on which the butter is produced.

In the smaller cut-out, the figure of the man, the butter and the background map are three distinct parts of the scheme. In both cut-outs, the art work is admirable, and the atmosphere of the great Dominion has been cleverly captured in the larger specimen. A thorough study of the conditions in Australia was made by Haycock, Cadle and Graham, Ltd., before they undertook the whole of the work in their studios and factories.

The same firm also recently supplied some complete window displays for Australian dried fruits. The whole of the display—background, showcards, cartons, and so on—was supplied to no fewer than 5,000 retailers, and may now be seen in grocers' shops throughout the kingdom. When 2,000 alone had been distributed, retailers had doubled their sales in weight.

This work is being done to the order of Mr. A. E. Hyland, Director of Australian Trade Publicity, who is a representative of the Australian producers. Mr. Hyland is feeling very pleased just now, because at the Islington show Australian butter took the whole of the prizes (eleven) offered for butter; Australian eggs took first and second prizes; Australian cheese was commended. At Holland Park fruit show Australian canned fruit took gold and silver medals; and at the Olympia food exhibition the Australian exhibit of butter, eggs, canned fruit, dried fruit won the gold medal for that section.

Telegrams: "Tractsfleet, London."

'Phone: Cent. 8428/9.

Use the WOMAN'S MAGAZINE and secure the best Results

Write for full particulars to Mr. Charles Arnold, Advertisement Manager, "The Woman's Magazine," 4, Eouverie Street, London, E.C.4

# OVERCOMING RESISTANCE

With many people, the very fact that they have never bought a certain product is reason enough for never buying it.

This conservatism is a form of salesresistance—and one of the functions of Advertising is to overcome it.

Advertising can be forcefully—but pleasantly persuasive. Not with bland assurances, but with intelligent inducements. It must tempt people to think possessively about a product even for the first time in their lives. It must fill them with an urge to have that product. And before long, these same people will be individually supplementing advertising by, persuading other people to buy the product too.

Overcoming sales-resistance is the form of advertising in which Mather & Crowther are specially qualified to give assistance.

# MATHER & CROWTHER LTD

Modern Advertising, 10-13 NEW BRIDGE STREET, LONDON, E.C.4.



# NOTES & NEWS

Aldwych Club-Mr. Glover on Some **London Personalities** 

Mr. James Glover gave a most enter-taining after-lunch talk on Tuesday, when he drew on his extensive knowledge of the artistic, musical, theatrical and literary life of London past and present. Mr. Glover thoroughly justified the chairman's (Mr. Wareham Smith) description of him as London's best Bohemian. In his rich Irish brogue, and with a certain amount of dramatic action, he told story after story of personalities of the period, and delightful little anecdotes associated with their careers. Not the least inter-esting of his remarks were those of his old journalistic days on the Hawk, and the troubles and trials of the brilliant writers for that once highly popular weekly which vividly portrayed the London life of the

Mr. Carl Hentschel proposed a vote of thanks, which was seconded by Mr. P. J. S. Richardson.

# Publicity Club of London-Trade Papers and Agents

Sir Ernest Benn created a great deal of interest at the meeting at the Hotel Cecil, on Monday, when he dealt with the relation between trade and technical publishers, advertisers and agents.

He said at the commencement that he considered the middleman to be a most important factor in trade. He was a business promoter with whom it was im-possible to dispense, and the modern tendency to introduce the producer to the consumer direct was an economic mistake.

It was a great error to suppose that public demand could be worked up to such a pitch by national advertising that the trade would clamour for supplies. If a piano or chair was sold to a member of the public, the deal was closed definitely. those articles were sold to the trade, the account was merely opened for future business.

Sir Ernest put forward that advertising agents should set up special departments for trade paper advertising. When a new campaign started, hundreds of papers clamoured for the advertising. When a trade paper representative called, he was asked to write down his rate and circulation, and was told he would be com-municated with. If a special trade paper man had interviewed that representative, he might have learned something really useful about the trade concerned-possibly more than he had been able to ascertain from his client.

Sir Ernest created most interest, perhaps, when he spoke on circulation figures of trade papers.

"I absolutely decline," he said, "to do business on a basis of circulation. I decline on the principle of the thing, although there is no secret about my

## WHAT'S ON

Leeds.—Queen's Hotel, 8 p.m-Friday (December 3). "The Spirit of Club Work," Mr. Andrew Milne.

Hull.—New Manchester Hotel, uesday, "Window Display— Tuesday, With Special Reference to Christmas," Mr. J. E. Wills.

Regent.—Caxton Hall, 7 p.m. Wednesday. "The Art of Advertisement Make-Up." Mr. Andrew Milne.

Glasgow.—Grosvenor Restaurant, p.m. to-day (Friday). Open Discussion.

Newcastle-on-Tyne.-Visit from members of Glasgow Publicity Club. Grand Assembly Rooms (Barras Bridge), 8 p.m. First Annual

Fleet Street and Advertising.— House Supper and Whist Drive at the Club, Friday, December 3, at 6.30.



Lord Riddell's salver used as a frame for a portrait of the donor on the Aldwych Club dinner menu

figures. I don't buy my cigars by the

inch, or my coffee by the quart!
"I have a paper called the Cabinet Maker. It costs me from 1s. 6d. to 1s. 9d. to produce, and it sells at 6d. I, therefore, lose 1s. to 1s. 3d. on each copy. The advertiser has to make up that deficit, and I see to it that the paper is read only by people who will benefit his business. I see that it is not read by servant maids

and parsons.

"There are 11,500 people in Britain who can appropriately read the Cabinet Maker. Each week, 7,500 do read it. There is no circulation that runs into

millions that can compare with a figure like that.

"5,500 out of 6,800 gas engineers in the country read the Gas World. But those 5,500 have, each one of them, some 10,000

customers for gas appliances."

Mr. Pask said that he could not call to mind more than two instances where agents had introduced business to a trade paper that could not have been obtained by the paper itself. by the paper itself. Moreover, the agent could not possibly do the work for his usual remuneration. If a page cost £4 10s. for a series, the agent would get 9s. per insertion. Could he produce good copy—and change the copy frequently—for that sum? Technical and trade advertisers should pay the trade paper direct, and pay the agent for his services if the

copy was prepared by an agent.

Mr. Roy Clark pointed out that trade paper advertising came into a general publicity campaign. It was a part of a big scheme, and the agent did not have to make his 9s. per insertion pay him for his It was just an integral part of the whole campaign carried through for

a certain product.

"After examination of some trade papers," he added, "I wonder whether advertisers are really getting the best out of them."

Mr. Gilbert Russell had a humorous little affray with Sir Ernest Benn. He said that Sir Ernest's idea of a special agent's department for trade paper work was preposterous. In that case, one would have to set up special departments for weeklies, monthlies, religious and women's papers.

Sir Ernest Benn, in summing up the discussion, retaliated by saying amid laughter that Mr. Gilbert Russell had a typical agent's outlook, and that he was thoroughly illogical.

An interesting little aside, that may have escaped Sir Ernest's attention, was heard when Sir Ernest made reference to buying his cigars by the inch. "No, but he asks how many there are in a box," a voice pointed out.

Cardiff—The Right Attitude in Advertising

That there is no better way of building up a business than through the right form of publicity was one of the points emphasised by Mr. W. G. Fern in his address to members of the Cardiff Publicity Club on Tuesday of last week. Mr. A. Hauser presided.

"The Right Mental Attitude in Advertising" was the subject of the address. After telling his audience that he learnt his first lesson in advertising in Cardiff, Mr. Fern said they could not spend too much time and thought in studying human nature. There was a great future for instance for the men who would study human nature in the matter of letterwriting. He was a great believer in aiming for leadership. Every successful advertiser had the genius for leadership, otherwise he would not excel.

(Continued on page 334)

# fast Celear COVERS A MARKET OF ONE-AND-A-QUARTER-MILLION PEOPLE.

# More than 100,000 Farm Families

Read



GUARANTEED NET SALE MORE THAN 100,000

THE FARMER & STOCKBREEDER is unique: it is a 2-in-1 paper—a trade paper and, at the same time, a home paper.

It is closely and carefully read in over 100,000 well-to-do homes—read by the farmer and his sons because it keeps them in touch with every aspect of their business—and read by his wife and daughters because they value its dairy and poultry information, as well as its home section.

That farmers and their families are good buyers is proved by the large and varied display of advertising regularly appearing in THE FARMER & STOCKBREEDER.

And these people are able and willing to buy advertised goods either in their market town or through the post.

£80 per page and pro rata.

Published by
MACDONALD &
MARTIN, LTD.,
Lennox House, Norfolk
Street, Strand, W.C.2.

THIS ADVI

—prepared by THE W. J. SOUTHCOMBE ADVERTISING AGENCY of 167, STRAND, W.C.2—is one of many examples that can be shown demonstrating The Southcombe Way of Seeing and Presenting their Clients' Business, ASK SOUTHCOMBE'S TO SHOW YOU HOW THEY

ASK SOUTHCOMBE'S TO SHOW YOU HOW THEY WOULD SEE AND PRESENT YOUR BUSINESS.

December 11 is the closing date for the interesting competition announced in last week's Weekly. Prizes of £25, £10 and £5 are being offered by a firm of

crucible steel manufacturers for the best marketing schemes submitted for the sale

of a safety razor blade of the Gillette type. The editor of the Weekly and the secretary of the I.S.M.A. are acting as judges, with the chairman of the company

# Brief News in

Plans for 1927 Convention and Exhibition-Important Wedding-New Ideas from Paris and Brussels

# Advertising Man Married

St. Luke's Church, Redeliffe Gardens, was attended by many prominent Americans last Saturday on the occasion of the marriage of Laurens Weaver Weddell, formerly adjutant of the London branch of the American Legion, to Helen



Patricia, only daughter of the late Mr. and Mrs. Edgar F. Webster, Castlenau, Barnes. Mr. Weddell is a well-known figure in advertising circles, being head of the London branch of Messrs. Erwin, Wasey and Co., Ltd. The service was fully choral, and the bride, who was given away by her brother, wore a charming picture frock of cream georgette.

# Minehead Extended Publicity

Minehead is to embark upon an advertising campaign of a wider nature than hitherto. The Great Western Rail-way Company has intimated its willingness to co-operate in an adequate publicity scheme, and to contribute half of the cost.

# **Expert for Advertising Exhibition**

The Exhibition Executive Committee has been fortunate in securing the services of Mr. J. Emberton, whose work in connection with the artificial silk exhibition recently attracted much attention. Mr. Emberton was the architect responsible for much good work at the Wembley Exhibition. He has agreed with the Exhibition Executive Committee on a provisional lay-out; a model, 5 ft. long, is in preparation, and will be ready by the end of the first week in December.

# Plans for 1927 Convention

The Council of the Advertising Association is to meet as soon as possible to settle the details of the 1927 Convention, concerning which a long memorandum and suggestions were submitted to the Executive on Tuesday by Mr. C. Harold Vernon. These are being passed to the General Council, which, it is expected, will appoint its own Convention subcommittee, to deal with the many details of a great Convention. Thus, the relations of the Convention to the projected exhibition, the drawing-up of a pro-

negotiations for travel and hotel facilities, and other matters, must be put in hand with as little delay as possible. Council will meet in the new offices of the Association at Bush House, where the Executive Committee was held on Tuesday.

# Wyman's Announce Dividend

Wyman and Sons, Ltd., announce an interim dividend of  $7\frac{1}{2}$  per cent., less tax, on the ordinary shares in respect of year 1926, payable January 1, 1927.

gramme, formation of a list of speakers,

A Half-Tone Pioneer

concerned.

£40 for an Idea

Mr. Clement K. Shorter, the distinguished author, whose death was announced on Saturday morning, was until 1900 editor of the *Illustrated London* News and of the Sketch. Then launched out by himself and founded the



TALKED OF THIS WEEK: A wonderfully effective piece of lay-out and illustration-novel publicity for an hotel

# Another 71 per cent. Dividend

An available balance of £11,330 is shown in the past year's accounts of the Sporting and Dramatic Publishing Company, compared with £12,710. Dividend is maintained at 7½ per cent. Reserves receive £3,200.

# Now in Fleet Street

Peverleys, Ltd., have moved to larger offices at 131, Fleet Street, E.C. 4.

# Advertising on Dust Carts

The City of Brussels is putting up for tender to-day, November 26, the advertising rights on sixty dust carts. The four sides of each cart are offered—in all 240 spaces. Only permanent enamel plates will be allowed, and it is expressly stated in the specifications that if an advertising agent obtains the contract for a client under no circumstances should the name of the agent appear on the plates.

Sphere. He was-on the technical side of illustrated journalism—largely responsible for the growth of the use of the half-tone block.

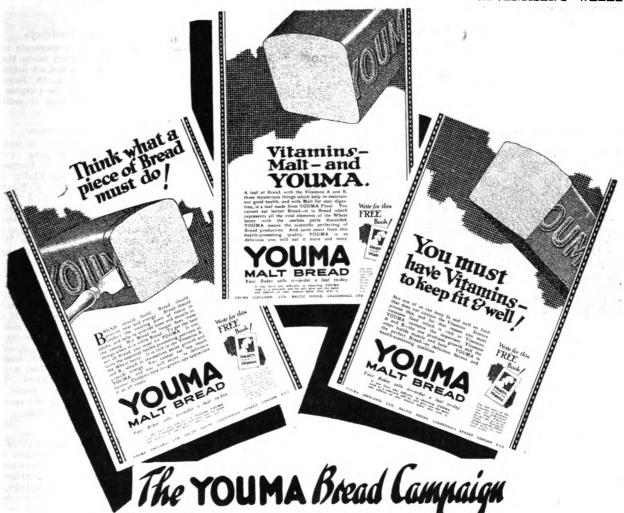
20 Tons of Catalogue

Rothmans, the tobacco firm, are sending out at the beginning of December, 100,000 illustrated Christmas catalogues, weighing 15 tons 1 cwt., and, in addition 100,000 supplementary lists weighing 5 tons 11 cwt., making over 20 tons in all gigantic mail order figures that are distinctly interesting.

Cinema in an Omnibus

The latest idea in publicity comes from Paris. It is a cinematograph in a motorbus. Advertisements are projected on a glass screen at the end of the bus, and interest is added by alternating the projec-tion of advertisements with the showing of panoramic views and humorous illustrations. This novelty is to be installed on many omnibus routes at the end of this month.





The Baker with house-to-house deliveries naturally prefers to sell "own make" Bread rather than carry a number of different branded Breads, even hough he bakes them all.

So the housewife must be given sound and convincing reasons why she should demand a particular brand of Bread other than the kind she has been buying daily.

YOUMA Malt Bread possesses several outstanding features—nutty flavour, digestibility, etc., but above all an especially valuable selling point was found in its health-promoting properties. YOUMA contains three and a half times the quantity of Vitamins found in White Bread. This on the evidence of a noted dietetic specialist.

The advertisements reproduced above which appeared recently formed part of a very attractive series dealing with this feature and were prepared in their entirety by Fredk. E. Potter, Ltd.

## AN INVITATION.

The Youma Bread account is just one example of Potter Publicity. Prospective advertisers are cordially invited to call to see the large collection of framed specimens of advertisements designed and placed by the Agency for many well-known firms.

Send for Brochure, "World Wide Publicity," describing Potter Service for advertisers.

## Fred. E. Potter, Ltd.

Imperial House, Kingsway,

London, W.C.2.

Telegrams: "Exultation, Estrand, London." Telephone: Regent 3366 (4 Lines). Members of the Association of British Advertising Agents (Incorporated).



## The SATURDAY REVIEW

usialaisisisisisisislalaity

(Established 1855).

## An announcement of importance to advertisers.

Starting in December, the Literary side of the SATURDAY REVIEW will be permanently enlarged. The space devoted to Books and Authors will be doubled. All the usual features will be retained.

Several new features will be added. These will include a regular column under the title of "The Connoisseur," dealing with Furniture, Prints, Old Books, and other subjects of interest to the collector; a weekly Causerie devoted to Modern Authors; and Notes on Forthcoming Books.

The Special Christmas Number, with coloured cover, will be published on December 4, and among the contributors will be A. A. Milne, Thomas Hardy, O.M., Hilaire Belloc, D. B. Wyndham-Lewis, and many others.

The SATURDAY REVIEW appeals to the intelligent buying public, and advertisers in its columns invariably obtain excellent results.

Write for rate card and specimen

## E. WALTERS PAGE,

Advertisement Manager,

9, King Street, Covent Garden, W.C.2.

Phones: Gerr. 3157/8 and 8897.

## AD. NEWS IN BRIEF—(Contd. from page 328)

## A Further Bereavement

We learn with deep regret that Mr. Fred Slaughter has suffered a further family bereavement this week.

New Appointment

Overseas Publicity and Service Agency, Ltd., have been appointed advertisement representatives in the United Kingdom of Art in Australia and The Home.

## Spattees v. "Russians,

A correspondent in the Footwear Organiser suggests that the time is ripe for a campaign on behalf of the makers of Russian boots in answer to the publicity that has been given to the Highland spattee. He makes a plea for more advertising of branded shoes.

## B.I.F. Full

The whole of the space in the British Industries Fair, which is to be held simultaneously in London and Birmingham from February 21 to March 4 next, has been taken, with the exception of a few spaces rendered vacant in the Birmingham section by extensions of the Castle Bromwich premises.

King's Lynn's Publicity
At a meeting of the King's Lynn
Traders' Association on November 15,
Mr. A. L. Dover reported that the Public According to the property of the property of the public than the public licity Committee had issued six thousand copies of the Guide for free distribution in America, Canada and Holland and one thousand at 6d. each. So far, a profit of £68 had been made on the book. Efforts were being made to promote a local pageant and a civic week. The Manager of the Norwich Publicity Committee, Mr. Gordon Brett, spoke on community advertising.

## Advertising Ireland

Excellent work is being done by the Excellent work is being done by the Irish Tourist Association in attracting visitors to the Free State. At an early date 20,000 copies of a "Guide to Ireland" and 100,000 copies of a "Folder Map of Ireland" are to be issued. A Map of Ireland" are to be issued. A notable feature of the work of the Association is the effort which it is making to attract visitors at different seasons of the year, and not simply in the summer months.

Oulton Broad Publicity
At the first meeting of the Oulton
Broad Advancement Association on November 16, Mr. W. R. Robinson, secretary of the Lowestoft and Oulton Broad Advertising Committee, gave an account of the way in which Oulton Broad was being advertised in conjunction with Lowestoft. Two offers were made of £5 each to start a fund for the erection of large notice boards drawing attention to the attractions of Oulton.

Tax on Newspapers

The tax of one halfpenny per copy on every newspaper published in New South Wales, proposed in the new budget, being strenuously attacked. Shakespeare, secretary of the Country Press Association, states that the country Press will be badly hit and many will have to cease publication. The former attempt, made nearly a century ago, to impose a newspaper tax in New South Wales is recalled. Governor Darling, in 1827, introduced a Bill levying a duty of four-pence per copy in the Legislative Council, which passed the Bill, but it was inoperative, as Mr. Forbes, the Chief Justice, refused to certify it on the ground that it was repugnant to the law, and that he would compromise his oath and honour if he sanctioned it.

## Advertising German Railways

The Central Office for propaganda and tourist travel of the German State Rail-way Company has now opened an inquiry office at the Plaza Building, 19, Regent Street, London, S.W.1, for the purpose of giving information regarding travelling in Germany.

## Wincarnis Boxing Tournament

A distinguished company, including Lord Cranworth, Mr. Eugene Corri (the well-known referee), Mr. G. Burnside Sprakely (National Sporting Club), Mr. J. A. Christie, M.P., Major G. J. Buxton (chairman of Wincarnis), Mr. E. J. Smith (general manager) and Mr. G. Whitlam (secretary), gathered at the Norwich Lads' Club last Thursday to witness the second annual tournament of the Win-carnis Boxing Club. The prizes were presented by Major Buxton.

## Newton Abbot Scheme

A definite step forward in the advertising scheme of Newton Abbot Chamber of Commerce was taken last week. It was stated that through a scheme of assessment, which it was hoped trauers would accept, no one would be called upon to pay more than a guinea a year, and 80 per cent. would be asked for 10s. a year the ensure the raising of £100. This. ment, which it was hoped traders would only to ensure the raising of £100. sum would, with assistance from the Great Western Railway, mean an expenditure of £200 a year on advertising.

## Publicity for Transport

Mr. O. C. Power, traffic manager of the Birmingham and Midland Omnibus Co.. Ltd., in an address before the Institute of Transport, points out that continuous advertising is necessary to maintain, let alone increase, revenue. Judicious advertising, he says, will increase business and traffic at slack periods. The pros and consof advertising in the Press, on theatre programmes, by cinema and illuminated signs, by almanacs and special booking-office displays were outlined in his address.

## Specialised Information

The Association of Special Libraries and Information Bureaux has been formed and is now in process of incorporation. The new body will act as a channel through which any inquiring member may be put into direct touch with the source of information required. With the generous assistance of the Carnegie Trust, A.S.L.I.B. has in preparation a Directory of Sources of specialised information in the British Isles; a copy of this will be sent free to each member.

## ADVERTISING TYNESIDE Discussion on Exhibition and General Campaign

**DVERTISING** A DVERTISING and the 1928 Exhibition occupied the attention of the Newcastle TYNESIDE " City Council last week.

The Lord Mayor said they required an important exhibition, just when thingswere on the rebound. He thought that the Corporation should give a strong lead in the matter of a guarantee fund. The figure he had in mind was £10,000. The question of the guarantee was left over, and the Council approved in principle the holding of such an exhibition.

It was decided that Newcastle shall give £1,000 as its share of the "Advertising Tyneside" campaign.

the Daily
Old English
Fifteen
ies. letter in
this letter trouble

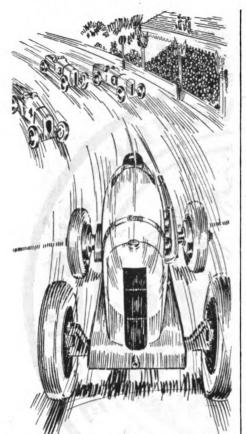
into the home, the home-life of as a pioneer of

mjoy the benefit of the and recipes That writing out recipes That ir gates, nclude the Daily Dispatch

LY

e, Manchester, House, Tallis Jondon, E.C.4





## **PERFORMANCE** IS PROOF

Buy blocks as you would a car. Just as comparing reputations, records and achievements is the only way to get motoring satisfaction, so it is with block service. The claim of Gee & Watson to render the most efficient aid to advertisers, agents, printers and publishers is based upon a record of over twenty years of solid performance.

Because they know your needs Gee & Watson can serve you Make a test and prove it.



Phones: CENTRAL 1804 CITY 5971.

BLOCKS THAT TELL ARE BLOCKS THAT SELL

## CLUB NOTES AND NEWS—(Contd. from p. 326)

Only slowly was it dawning upon the public that newspapers were not running dishonest advertisements. The satisfied customer was the best customer in the world. The advertiser had done more to show how to elevate the thought of the world than any other class of business men. He had taught that straightforward dealing paid in business.

"Back your advertising" said the lecturer. "There are a good many people who put their advertisements in news-

who put their advertisements in newspapers who do not do that. Team spirit is necessary in this respect."

Mr. Dockett Smith spoke of the efforts that are being made to develop the trade of Cardiff and to make it a centre for imports. The time was rapidly approaching, he said, when the city would no longer be dependent upon coal.

## I.S.M.A. - The Need for Sales Management

Mr. Zoccola, managing director of the Parker Pen Co., was the speaker at the dining meeting of the I.S.M.A. last Thursday, with Mr. Hopton Hadley in

the chair.
"I do not think," he said, "it is any salesman's fault if he does not go about his business properly. If you find one of my salesmen going into a shop and saying, 'Good morning, Mr. Brown, how is the baby? You don't want any Parker pens this morning, I suppose?' don't blame him, but blame me, because it is our business to know that the salesman does know his business, to direct the salesman and teach him what

to do.

"By how much percentage would your sales decrease if you were not allowed to go out and sell your goods, but just waited for someone to come and buy them? I know how much mine would shrink; they would shrink about 99.9 per

"If you have to go after business, if you have to send out salesmen to get this business, why does not the retailer have to go out and find customers? does he assume that people should come in and find out what he sells?

"I am speaking of the bulk of the retailers of this country; the motor trade, the insurance business, any kind of business you like to name, even the man who sells shoelaces on the corner of the street. Why must he assume that he can do business by sitting and waiting? There again, I say to you gentlemen, if he does so assume, and if he does not go out and get business, whose fault is it except ours, the Sales Managers?

Do you realise what the Sales Manager is? He is the man who creates the business and brings it into being; he gets business and brings it into being; he gets hold of the salesman and shows him how to sell the goods; he goes out to see the retailer, and he should get the retailer to sell the goods when he has sold him!

"If you merely spread your goods out among those who handle your stuff and you do not go any further and carry out the process that you have started by getting him to solicit your business, then you are only doing about half or a third of your job.

## Leeds-An Editor's Opinion on Free Publicity

There was a large attendance of members of the Publicity Club of Leeds on Friday last, to hear Mr. Albert Clayton, Editor of the Northern Echo, on the subject

of "Free Publicity—An Editor's View."
Mr. Stuart Hirst, the chairman, in introducing the speaker, said a news-

paper was created for the purpose of purveying news, and when it ceased to perform that function or performed that function indifferently, or with a bias, it ceased to exercise the true functions of

a newspaper.
Mr. A. Clayton said that it was necessary to bear in mind that the responsibility of the editor was not to his directors or to his advertisers, or even to the advertis-ing manager, but it was, in fact, and he hoped it would always remain, to his readers. There he had a moral and an ethical responsibility for certain standards

of conduct in his newspaper.

The modern type of editor, if he were wise, took a profound and deep interest in the business side of the paper. In the legitimate pursuit of advertising they should remember more and more their duties to the public in preventing advertisements which they and the advertisers knew to be fraudulent from getting into

their columns.

The question arose: "Ought newspapers to give free publicity?" His answer to that was "Yes," and the answer to the question "Could newspapers afford not to give free publicity?" was in the negative. The fabric of business was so inertricable beauty arithment of the statement of inextricably bound up with news that a good story could not be refused admission to the newspaper. To get advertisements one had to have a good newspaper.

Members who spoke in the discussion which followed included Mr. E. H. Tillett, Wr. C. P. C. Hitchin, Mr. E. Osborn, Mr. W. J. Courtman Stock, Mr. Robson Clayton, Mr. F. E. Cox, Mr. J. E. Williamson, Miss Constance Bromley, Mr. Sandford, and Mr. C. Roderick Gallant.

The WEEKLY understands that the Leeds Corporation Finance Committee, at a meeting on Friday last, gave formal approval to the proposal of the Leeds Publicity Club that a Civic Week be instituted in the city.

## Oxford-The Psychology of Adver-

Mr. A. Moore Hogarth was the speaker at the meeting of the Publicity Club of Oxford, on Tuesday of last week, and took as his subject, "The Psychology of Advertising." Mr. D. A. Donaldson pre-

Psychology in advertising, said Mr. Hogarth, meant conveying to other people, either by sense or inference, by verbal or written word, or in some other way, what they wished a person to know to their advantage. If they succeeded they achieved a two-fold emotion—the emotion of vanity and the emotion of satisfaction at selling their goods.

All the automatic functions of the brain took their proportionate action with a proportionate result in advertising, and so it was that he often wondered, when the question of advertising and advertising space was considered, what proportion of the discussion was allocated to the psychology of advertising—it was not altogether a question of space.

Psychology in advertising ran along the lines of a profession, and one of the functions was not so much to impress a person as to awaken the faculty of

person as to awaken the faculty of attention so that the matter was impressed upon his mind. Vast sums of money could be spent in advertising without the

point being got by the public, and it was the duty of the advertising agents to suggest means by which an advertiser would recuperate himself for the outlay involved. They must sense what people

(Continued on page 336)

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 $\Diamond$ 

Read not only for the intrinsic merit of its leading and other articles and for the variety and accuracy of its up-to-the-minute news service

## The Daily Telegraph

is also read because it supplies through its advertisement columnsacompleteguide to the products of high-class stores and manufacturing houses

Head Office - - - 135, Fleet Street, E.C.4

 $\Diamond$ 

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## CLUB NOTES—cont. from p. 334

**PRODUCTION** MANAGER

## WANTED

DVERTISING agency A has opening for keen, sound, progressive, ambitious and industrious man to head department in charge of mechanical work.

The right man for this knows typesetting thoroughly in relation (a) to making the meaning of an advertisement instantly obvious, and (b) to beauty of design. He will be meticulous in his instructions to printers, so that nothing will be left to chance, or to the compositor's opinion, with the result that mechanical bills to clients will be minimised and charge-offs unknown.

He knows engraving and allied processes so thoroughly that art work will never suffer in reproduction.

He is a good executive, competent to work a system that will get everything done on time, and when rush jobs are on he does not mind working all hours.

This is a good job with adequate pay and recognition for a man answering the above description.

All our staff have been advised of this advertisement. Applications will be held in strict confidence.

Address Box

444,

THE ADVERTISER'S WEEKLY, 66, Shoe Lane, E.C.4.

would and would not retain, what would please and what wuld not please.

Dublin—Sir Thomas Robinson on Street Advertising

Sir Thomas Robinson, of Messrs. Hayes, Conyngham & Robinson, was the principal speaker at last week's lunch meeting. The title of the lecture was, perhaps, a little misleading since it was with the "Advertising of a Street" rather than "Street advertising" that the speaker was concerned. He stated that Dublin was the first city to form an association or committee to look after the interests of a street, and this honour belonged to Grafton Street.

The Grafton Street Association was formed just a year ago and its initial effort was the complete decoration of the street at Christmas time. The result gave the greatest satisfaction to the public and to the members of the association it brought "record business." At present they were running a window-dressing competition which already appeared to be a remarkable success." had no hesitation in commending street advertising, which he believed would be taken up by other streets in the city.

Dr. W. Lombard Murphy, vice-president of the club, in moving a vote of thanks, congratulated the traders of Grafton Street on their enterprise and said he felt that street associations would have other valuable functions to perform in safeguarding the interests of the street as well as in advertising and improving it. The vote of thanks was seconded by Mr. Owen Jones.

Regent--Masked Dance a Great Success.

The Regent Advertising Club held its Grand Masked Revel on Friday, November 19, at Kensington High Street, and received every support from members of the club and their friends.

Everyone present seemed bent on enjoying themselves and doing their best to see that others did too.

Mr. R. H. Harries as M.C. did extremely well, whilst Messrs. Redgrove, Earley, Dudley Turner and D. E. Macdonald surpassed themselves in adding to the fun of the evening.

The judges of the fancy dress had a great task before them in choosing the best and most original of all the costumes. The first lady's prize was won by Miss Muriel G. Atkins as an Arcadian Shepherd Boy, while Mrs. Rowan was second best as a "Newsboy." The best gentleman's prize was given to Mr. G. J. Redgrove, who looked remarkably real as a "Dowager Duchess." Mr. de Jonquiere ran very

close as a five-year-old boy.

Everybody was pleased to see present
Mr. and Mrs. Philip Emanuel, Mrs. E. M.
Wood, Mr. Walter Henman, of Birmingham, Mr. Alexander and party, and Mr. Larkins.

Publicity Club of London—Study Circle Folder

Mr. Toner was responsible for the excellent little folder, issued in connection with the Study Circle of the Publicity Club, which was described in the WEEKLY last week. He also printed and produced it free of charge for the Club.

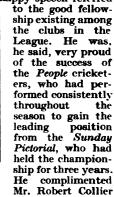
Fleet Street and Advertising-First **Function** 

The first house supper and solo whist drive of the Club will be held on Friday, December 3, at 6.30 in the new club SUNDAY NEWSPAPER CRICKETERS AT DINNER.

TRIKING evidence of the keen interest taken in the Sunday Newspaper Cricket League was forthcoming at the Hotel Cecil, on Monday evening.

A dinner and dance had been arranged for the occasion of the presentation of the shield and medals to the People C.C., who won the championship of the League, and to players for the best batting and bowling records.

Mr. J. S. Elias occupied the chair, and in the course of a happy speech referred



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Mr. I. S. Elias

upon his winning stroke, and also for his work as Secretary of the League.

Mrs. Bellamy, wife of Lieut.-Col. A.

Bellamy, T.D., presented the prizes. The chairman had previously mentioned that Sir Emsley Carr had expressed his regret at being unable to be present, but the News of the World was represented by two very able speakers in Mr. H. H. Aldridge and Mr. A. J. Morris. Lieut.-Col. Bellamy proposed the toast of the visitors and Mr. Frank Davies responded.

The following is a list of the prizewinners during season 1926—The Astor Shield and Gold Medals for League Champions, the People; News of the World Cup and Medals for runners up. Sunday Pictorial; Individual honours. Batting: A. Batten, Sunday Pictorial; Bowling: C. Nash, Express Newspapers: Winner of the J. S. Elias Special Prize: T. Barnett, Sunday Times.

New Advertising Manager.

Mr. E. R. M. Goodall, late advertising manager of Wincarnis, has now taken up his duties as advertising manager of White Horse Distilleries, Ltd.

Mr. Frederick Simms has been appointed special representative for London and the provinces, for Messrs. James Davey and Co., Ltd., and their associated companies.

## Saturation Point for Motors?

Mr. A. S. Bewley, head of Bewley Publicity, Ltd., Manchester, read an interesting paper the other day before the local branch of the Institute of the motor trade, of which he is chairman. His subject was "Is there a Saturation Point in Car Selling?" He answered the question in the affirmative, with the proviso that the prudent member of the motor industry could always counter any tendency towards reduced sales by the employment of more forceful methods.

BROCKHURST STUDIOS 16a, Soho Square, London, Ltd.,





'Dad,' they shout affectionately in the Studio, 'how's this!' That's affection and respect to broad experience. Clarke Knows the World, the Old and the New. An artist for art's sake, a homesteader, carpenter, fireman, are epic periods of his life. And his work shows as rugged and virile as you would expect from such a man!

Variety is the spice of at the Brockhurst Stud We watch your needs v the very type of man want to tackle your pr lem . . or bring freshi with an artist of enti different calibre. Whate your art requirements, organisation is well we knowing. To investig please ring

> **GERRARD** 5881.

STUDIOS Ltd., 16a, Soho Square, London, BROCKHURST



The paper that is read——kept and read again

Rate cards and full particulars from JOHN M. MACLEAN and Co. 7, Royal Bank Place, Glasgow or 7, New Square, London, W.C.2



91, GREAT TITCHFIELD STREET, LONDON, W.I

## SPACE BUYING-(cont. from p. 322)

## The Space Seller

Let it be supposed that the pubrepresentative gets minutes or so with the top space-buyer, and also the quality of attention and interest which he so earnestly desires. His object may be merely to communicate information about his medium, or to canvass for its use by a particular advertiser who is the agency's client. Should the spaceseller and his employers think that such a canvass is all that is needed to have their medium listed on estimates or recommended to clients, then they evince a fatuous optimism.

My point may be made clearer if we translate the medium—or space in it—into a brand of laundry soap—a very good soap, but a rather obscure brand, and one with a specialised function—for the washing of silk hosiery, let us say. Also, we shall liken the advertising agency to a department store, and the top spacebuyer to the manager of the soap department.

In comes the representative of the soap, and he is given an opportunity to tell the buyer all about it; but does the buyer straightway succumb to the salesmanship of the representative? If he did so, and if he did similarly in respect of every representative who sought an order from him, this department manager would speedily lose his job, for he would be misspending his employers' money. His certain answer to all salesmen seeking an order from him for merchandise for which there is no imperative and repetitive consumer demand is, "Create a demand for it, and I'll stock it.'

The odd thing is that all advertising men, and especially publishers and their representatives, applaud this attitude of the department manager.

But when the parallel is drawn in relation to newspaper space, then the perceptions of the average publisher and his representative become blurred, and they are apt to say, "But the space-buyer of an advertising agency ought to recommend our medium to his clients, and he ought to list it when it can reasonably or justifiably be used by the client."

Since space in a medium is a proprietary product, and as such is comparable with Bovril, Sunlight Soap, Wolsey Underwear and Kruschen Salts, its producers are called upon to address themselves primarily and mainly to the logical consumers of their space, and to create and maintain a consumer demand for it among consumers, and the use of their space by consumers must be producing convincing evidence of its value for money; in other words, it must resell itself by virtue of its perceived and proven value to the advertiser.

When a medium, after use, re-sells itself, as does the London Daily Mail, for example, then advertisers demand it, and agencies, like other classes of middlemen, are under imperative obligation to list in their schedules the medium whose value-for-money worth is attested by the experience of many advertisers.

## What Is Needed

The salesmanship of most publishers needs a right-about-face direction and effort; it should be addressed primarily and mainly to the logical consumers of their space; also, publishers and their representatives must produce proof that the use of space in their medium gives to advertisers results which yield a profit on the investment.

This is a hard saying, and one which will be rejected by many publishers and representatives of media held in low estimation by advertisers and agencies. They will probably continue to give their main sales effort to a canvass of middlemen; will continue to use that feeble word "ought"; and will continue to complain of the denial by agency space-buyers of the sought-for audience and of the desired listing of their medium in agency estimates.

Triumphant salesmanship is something better than the routine of canvassing and the blindfold battering of one's head against stone walls. The salesmanship which wins takes cognisance of the buyer's point of view, interests, and profit-making desires; also, it offers merchandise which will give complete satisfaction in use and re-use.

## Belfast Telegraph

GOES INTO THE HOMES OF NORTHERN IRELAND.

## A Page from the Christian Science Monitor.

THE CHRISTIAN SCIENCE MONITOR, BOSTON TUESDAY OCTOBER 5, 1926

## ELECTRIC CARS AND MOTORBUS INITY GROWING One Description of the Panetrican Ricsupport of the Panetric Riclast year Discription of the Panetric RicDiscription o ELECTRIC CARS



UNITY GROWING
UNITY GROWING
Control of Venezia Company
Traction Companies' Busses
Increase in Five Years
From 73 to 6393

CLEVELAND, O. Oct. E (Ilpecial)
Baggi checification of electric valvey and metarbas transperiathe universe that the electric sales.

You See Here the **Kindof Advertisements** that are published in The Christian Science Monitor. Establishments of the very highest standing, both merchants and manufacturers. The Monitor introduces their goods to buyers in Great Britain, Continental Europe, America, Africa, Australia. A daily newspaper of world-wide circulation and world-wide reputation.

The Press of the World

Reading Desks, Stands

Onto a Deskin Stands

of superior quality

of superior conseque

Bit construction

Bit construction

of superior construction

of superior construction

Former Hash Dynamics exp









C. Barbu & Co.

What Chey are Jaying.



The Mount Nurseries

For HARDY PLANTS Specialty: Rock plants from pots for planting all the year round.

The House of Savaage Furnish with Taste

Fine Qualities Manuscript

Books

Fatt Bound and Loose Leaf
Types
A varied range covering every retourcement from a small back for
his veel profest or hand bag, to a
full-assed Minute Book can bu

GEORGE PULMAN & SONS LTD. STATIONERY BEANCH
24-21 THAYER STREET
Manchester Square
Lendon, W L. England

Milmes@

BUILDERS THINK
RECORD IN SIGHT
Associated General Contractors Look for 87,000,000.

000 Bill in Nation

Description of the state of the



are right.

Pully years of special study and wide experience have a shabur un how to make the proper shops for children. In FIREA-ORACH correctly designed toolway we offer show that can be relied on to allow first even to the same than the same to allow first even to mature on Nature's own Many own them.

Ladine' Shoos from 8/11 to 21/0 Men's Shoos from 16/11 to 21/0 sides n's Shoos from 8/11/5 to 18/11 Freeman

Hardy & Willis, Ltd 68 Rutland St., Leicester
189 retail branches
the culin page for marrel ad
or sent material for Catalo

Kendal

BY SPECIAL WARRANT



POTTERS TO HIS MAJESTY THE KING

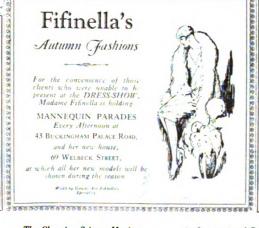
THE WELLESOWN EXPERT. MB. J. F. BLACKER. WRITES—"The extrat of relate which have been a claim by Revillers on specent years for a special grant for the special grant for the special grant which have supply the construction of any other constant when have used to be expended throughout the ovilland world, calcharled throughout the ovilland world,



BURSLEM, STAFFS., ENGLAND.

EDWARD KENT Ltd. Short and Cular Springles |
10 Cannon Street, Lowdon, E. C. 4. England Phone Cuty Many

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The Christian Science Monitor

An International Daily Newspaper

Advertising Offices in Boston, New York, London, Paris, Florence, Philadelphia, Chicago, Cleveland, Detroit, Kansas City, San Francisco, Los Angeles, Seattle, Portland (Oregon)

ROYAL 5924-5

Wm. POPPER and CO., LTD, 128-9, GT. SUFFOLK ST. LONDON, S.E.1

## There is a vacancy for a CAPABLE YOUNG ARTIST (MALE)

who must be an accomplished draftsman, in an important South African Advertising Agency. The position carries a commencing salary of between £,300 or £,350 per annum, according to ability. Second-class passage will be paid. Applicants should send full particulars and specimens of their work, which will be forwarded to South Africa.

Box 453 ADVERTISER'S WEEKLY, 66, Shoe Lane, E.C.4 

## Progress at Northcliffe House

New Home of "Daily Mail" and "Evening News"-42 Printing Machines—Production at 756,000 Copies an Hour

TORTHCLIFFE HOUSE—so named as a memorial to the genius of the late Lord Northcliffe-is to take the place of Carmelite House.

The new home of the Daily Mail, the Evening News, the Weekly Dispatch, and the Overseas Daily Mail contains the very latest in efficient newspaper printing equipment.

Begun two years ago, this impressive building, designed to contain all that is newest and best in the work of newspaper production, has now approached such a stage of completion that it is possible to realise the magnitude of the enterprise.

When the presses, comprising the largest

newspaper printing plant in the country, begin to run, visitors standing on a railed balcony will be able to see 42 printing machines turning out 756,000 copies of the Daily Mail an hour!

Instead of several lofty double-decker machines, the printing room at Northcliffe House has 3½ lines of presses containing the 42 printing machines and 17 pairs of folders. Each of the 42 machines is capable of printing an 8-page paper at the rate of 36,000 an hour; and two 8-page machines will be employed to print a 16-page paper. On the same ratio larger papers can be printed at great speed and with no loss of time.

## 333" & Sir Wm. Arbuthnot

HE Ardath Tobacco Co., Ltd., have this week made public the following letter :-

"May we, in justice to Sir W. Arbuthnot Lane, trespass upon your space in order to give an explanation with regard to one of the advertisements of our State Express 333 cigarettes, which recently appeared in certain papers?

"The advertisement in question in-cluded a photograph of Sir W. Arbuthnot

Lane smoking a cigarette.

'This photograph was selected, with others, from a large number submitted, and was purchased by us from a firm of photographers who purported to sell us the copyright. We were in total ignorance as to who was the original of the photograph, and it was not until after some of the advertisements had appeared that we knew that we had inadvertently used a photograph of Sir W. Arbuthnot Lane.

"We need scarcely say that Sir W. Arbuthnot Lane knew nothing of this until he saw his photograph in the Press, as part of our advertisement. Directly our attention was drawn to this, we withdrew our advertisement, and we desire to apologise to Sir W. Arbuthnot Lane, and to express our regret that such a mistake should have been made, and as a mark of that regret we have had much pleasure in sending a cheque for 100 guineas to the New Health Society in which Sir W. Arbuthnot Lane is so much interested."

## Colour v. Black and

LAIMS are continually being made that the use of colour in printing and Press advertising, i.e., in booklets, catalogues, folders, magazine advertisements or coloured insets, etc., will increase sales to an extent that fully justifies the additional cost. No doubt in many instances these claims can be proved. Many advertisers, nevertheless, hesitate to make use of colour because they are not convinced that the venture is worth while; they want facts covering a wide range of experience, not merely referring to isolated cases, which might be exceptions.

The Bureau of Advertising Facts of the

Publicity Club of London decided to investigate this matter and after careful consideration have drawn up a questionnaire which is being circulated amongst those who have been able to make comparisons, from actual experience, between the results obtained from black and white and colour.

The Bureau of Advertising Facts will gladly supply a copy of the questionnaire to all who are willing and able to contribute information on this matter. Applications should be addressed to the Bureau of Advertising Facts, Publicity Club of London, 112, New Oxford Street, W.C.1.

CIRCULATION IN A POPULATION LARGEST **OF** 1,256,322.



## Consultation, Planning



## Creation, Placing

Carlton Publicity Limited gives a complete advertising service, from the preliminary discussion of policy and the investigation of market possibilities to the planning, creation and placing of Press and Billposting Campaigns.

Carlton Publicity is now under the direction of Mr. Colin Hurry, lately General Advertising Manager of Lever Brothers Limited, Port Sunlight, and of R. S. Hudson Limited, Liverpool.

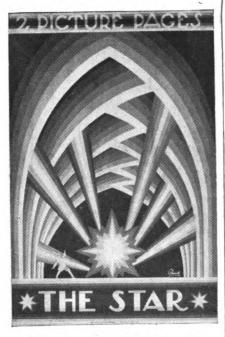
His knowledge and experience are available to new advertisers anxious to make the right start, and to old advertisers seeking new inspiration.

AND NOW IS THE TIME TO SETTLE FOR 1927

CARLTON



CARLTON HOUSE, GREAT QUEEN STREET, KINGSWAY, LONDON, W.C.2. PUBLICITY L I M I T E D



This new STAR bill, printed by Haycock, Cadle, and Graham Ltd., can be obtained by any manufacturer in this country, who is interested in bright window displays and posters in clean colours, by applying direct to them at 80, Fleet Street, London, E.C.4

HAYCCCK, CADLE, GRAHAM have their own studios which are equipped with artists who possess real imagination as well as artistic qualities.

## "INVESTMENT"

Advertiser wishes to acquire interest in an Art Studio or Publication using quantity of illustrations.

Address C.F. 26 Cecil Road, Muswell Hill, London, N.



GIFTS. THE BEST FREE SOFT **TOYS** 

Illustrated Catalogue on Request. MANUFACTURERS, THE TEDDY TOY CO.,

45, GOLDEN LANE, E.C.1.

## Publication Notes and News

**Empire Foods and Drinks** 

The Morning Post last Thursday carried a whole composite page on Empire Foods and Beverages, including 120 inches of advertising.

Special Electricity Number

Last week's issue of Electrical Industries contained 112 pages, including 66 pages of advertising. The issue included 12 pages of advertisements in colour on art paper, and the whole of the printing was done in the paper's own works.

Books for Sale and Wanted

The Bockseller and Print Dealers' Weekly is now published from 47, East 44th Street, New York, and gives several columns of books wanted by subscribers, books for sale and prints for sale. It is at present an eight-page paper, but has been running for only six weeks.

80-Page " Cape Times "

The 50th anniversary number of the Cape Times, published on November 1, was a splendid production. It contained in all 80 pages—16 in the ordinary paper, and a 64-page supplement called "Fifty Years of the Cape Times." There were several pages printed in sepia, and the history of the paper since 1876 provided very interesting reading.

## Advertising the Broads

Blake's have done a great deal to make known the joys of the Norfolk Broads. The publicity given to this holiday now exceeds £3,000 yearly. Holidays Afloat, which is the official booklet, has just issued a chartered accountant's certificate showing that in 1926 out of 33,650 copies printed 27,270 copies have been issued up to date. A big campaign is being prepared for 1927. The Broads advertising slower is "Better than the Seeside." ing slogan is "Better than the Seaside."

## A First Calendar

One of the first calendars to reach us comes from Simplex Conduits, Ltd. It is bound in leather, attractive in appearance and contains 30 pages of matter likely to be of use to the firm's customers —fuse tables, wire gauge and thread tables and so on, as well as information concerning Simplex conduits and fittings. The diary is produced in particularly useful forms.

## Lesson on Market Data

The Evening Telegram, Toronto, has issued an exceedingly thorough review of the paper's market—Ontario. Some of the figures given are the number of each make of car and commercial vehicle in use, the number of motor trucks registered, the number of retail grocers in Ontario and in Toronto, the number of radio sets installed, and the percentage of users of every type of electrical appliance and

## 96 Pages on the Ford

The Ford Times for November is a very noteworthy number. It contains no fewer than 96 pages, and a special tinted supplement reviews the exhibits at the Motor Industries Exhibition. A very large proportion of advertising is carried, and it is noteworthy that the copy does not deal only with car accessories and so on. The advertisements are for such varying commodities as toffee, wireless and perambulators.

The "Star" Poster
We omitted to mention last week, when reproducing the Star poster, printed in 19 colours, that it was prepared for the Star by Haycock, Cadle and Graham, Ltd. The artist was Freiwirth, and it may be pointed out that it is quite unique for a double-crown poster to be printed in as many as nineteen colours.

Chamber of Commerce Specials

The Chamber of Commerce Journal publishes an Irish Free State Number to-day. The announcements of sixty different firms appear in the advertising columns. The Chamber of Commerce Journal is also publishing, for the first time in forty-five years, a special Christ-mas Number. The advertising space has been very well booked.

The "Times" and Poland

The November 20 issue of the Times Trade and Engineering Supplement in-cluded a review of the trade of Poland and the city of Danzig. A specially designed cover in four colours was particularly striking, whilst the Polish review extended over 64 pages. The ordinary edition of the Supplement was inset and contained 24 pages. The Polish review alone carried 35 pages of advertising.

Novel Calendar

A rather novel calendar has been issued by United Strip and Mills, Ltd., Sheffield. The front is printed on brown board, with a colour picture and calendar. Underneath are four pages, each cut to a different size. A thumbnail index is provided, enabling the user to turn up useful information in connection with the firm's manufactures.

## A Lesson in Block-making

"Selling by Pictures" is a new book just issued by John Swain and Son, Ltd., and it is one of the most efficient and interesting treatises on block-making that has been published for some time. Every page is crammed full with practical and useful knowledge. The various effects obtainable with line, half-tone, combination blocks, offset, and so on, are amply illustrated, and some excellent examples are given in each section. Particularly interesting are the illustrations in colour and offset, while the way in which photographs can be touched up and made almost to live is demonstrated in a novel manner.

## Art for Art Lovers

One of the finest recent pieces of propaganda matter comes from the offices of the Evening News. It is a 28-page book, on the cover of which is reproduced Raeburn's "The MacNab" by courtesy of Lord Dewar. The whole book refers the the publication in the Expaning News to the publication in the Evening News of a series of feature pages entitled "A Guide for Art Lovers." There are no fewer than twelve insets, tipped on; some are reproductions of letters of appreciation from great firms of art dealers, others are reproductions of the pages that have appeared. On each left-hand page is a portrait of one of the old masters. old masters—Romney, Van Dyck, Chip-pendale, Adam and so on, with brief summaries of their lives and work by W. G. Menzies. The art work was done by the Norfolk Studio. The whole book is an artistic production worthy of the subject with which it deals.

## Two Political Posters

In connection with the Liberal conference at the Kingsway Hall, the Land and Nation League have produced two good posters. One points out "Why the Liberal Land Policy is Needed," and the other, "What the Liberal Land Policy Will Do." The work is very effective, and both the paintings were done by Mr. F. C. Harrison, of Publicity Arts.

## Christmas "T.P.'s

The Christmas number of T.P.'s and Cassell's Weekly of which we have seen an advance copy is a splendid production of 72 pages and cover. The cover is in colour and specially designed to attract attention. There were some 38 full pages of advertisements, including three in colour. It is a fine production that will be welcomed by the booklover.

## How to Enter Advertising

The Christian Science Monitor of October 26 contained an article on "Highroads and Bypaths to Advertising," in which the writer gave some interesting hints to women who desire to enter the advertising profession enter the advertising profession.

## The New "Pioneer'

The Pioneer appeared in new form on November 1. It has had to adopt a narrower column involving a greater invasion of its news pages by the advertisements. The object has been to make the change as attractive as possible and to ensure that it is accompanied by a more effective display of news and by no diminution in the quantity of reading matter.

## Advertising Winter Holidays

The Southern Railway has just issued a 192-page guide to winter holidays in Southern England. It contains 105 pages of advertising, and is copiously illustrated with photography of important

## A Neat Folder Idea

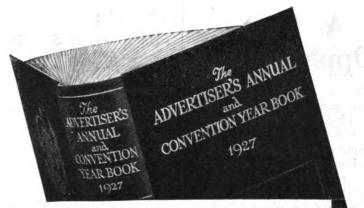
A folder which gives interesting facts concerning the Indian market, and provides details of the efficient Press that covers that market, is produced in rather novel form. The pages are cut to different sizes, so that the reader is naturally led to turn to each page, since a thumbnail opening is provided.

## Suburban Press Scheme

A number of well-known newspapers in representative London areas have associated under the title of London and Suburban Press with the object of selling space on a co-operative plan. The net circulation of the combined weekly papers is 60,000. The aim is to provide advertisers with an opportunity for trying out a representative suburban advertising scheme as a preliminary to an "all London" campaign. The chairman is Sir Charles Morgan-Webb, C.I.E., and Mr. H. N. Munro has been appointed advertisement manager.

## Sales + 40 per cent.; Prices $-33\frac{1}{3}$

per cent.
Mr. Philip de G. Benson, managing director of S. H. Benson, Ltd., gave a lecture recently at Messrs. Rowntree's Cocoa Works, York, on "Publicity, Profits and Trustees." He remarked that advertising had tended toward mass production, and mass production tended toward an enormous decrease of manufacturing costs. Mr. A. S. Rowntree said the sales of "Elect" cocoa were forty times as large to-day as they were when the business was first advertised, while the price of their cocoa was 331 per



## This Great Volume of Advertising Facts and Data Is Nearly Ready

Just a few weeks now, and British Advertising's Greatest Reference Book-the book you will use and profit by in your work every day-will be ready. Have you made sure of YOUR copy?

For months, since the appearance of the first ANNUAL, a staff of advertising experts have been creaged in revising its contents, adding to its features, and collecting fresh lacts and information for the production of the 1927 ADVERTISER'S ANNUAL. And now this Blue Book of British Advertising is nearly ready. It is a volume of even greater scope than its predecessor—larger, improved, altogether new. It gives you in complete, compact form all the facts and information you need and with a vour advertising work; settles the 1 001 queries you meet and daily in your advertising work; settles the 1,001 queries you meet, and so saves you hours of time.

## Virtually a New Work—of Everyday Practical Service

This great new volume for 1927 is essentially a book of Service—it is meant to be of direct help and active service to its possessor every hour of every day of the year. You and your staff will find yourselves using it nearly as often as you do your telephone or your writing pad. You will come to refer to it for details of media and rates, market statistics, printing and engraving technique, and knotty points of advertising law. You will find yourself consulting its Directories for full details of publications and their rates, agents, printers, engravers, billposters, commercial studios. You will even find directories of container makers, window dressers and shop fitters, signwriters, etc. But these Directories—although extensive—are but one part of this great volume. There are five other complete handbooks—each worth the cost of the ANNUAL many times over to you.

## 500 Pages—150,000 Up-to-the-Minute Advertising Facts

Many new features, containing information not accessible in any other printed form, appear in the 1927 ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK. There is a long-wanted Section on Advertising Laws and Regulations, a handbook on Printing and Engraving Technique; an entirely new Market Survey and Research Data Section, and a unique Advertiser's Vade Mecum of everyday use. There are also, among other features, official reports of the recent World's Advertising Conventions and a series of topical reviews on advertising methods by some of the greatest authorities to-day. In all, an estimated 150,000 separate facts in this great volume of over 500 pages.

## Make Sure of YOUR Copy by Posting the Coupon Now

| Because of its practical usability, you will want this volume always at your elbow for immediate use reference. But the high production expense                                         | "Advertiser's<br>Weekly."                      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| prohibits us from printing more than just sufficient copies to execute                                                                                                                  | 66, Shoe Lane.                                 |
| orders in hand at date of publication. That is why we urge you in the strongest possible terms to reserve your copy NOW. You send no remittance—merely add your name and address to the | LONDON, E.C.4                                  |
| coupon here and post it to-day. You will then not only make quite certain of your copy, but will obtain it at the special 1927 ADVEF                                                    | me one copy of the                             |
|                                                                                                                                                                                         | ENTION YEAR ely on publication when the ANNUAL |
| THE ADVERTISER'S ANNUAL has been despatched, reduced pre-publication & CONVENTION YEAR BOOK,                                                                                            |                                                |

| THE ADVERTISERS A                   | MNUAL |
|-------------------------------------|-------|
| & CONVENTION YEAR  Published by the | BOOK, |
| Published by the                    | / N   |

| Advertiser's           | Weekly," | / Address. | <br> | <br>     |
|------------------------|----------|------------|------|----------|
| 66/67, Shoe<br>LONDON, | E.C.4 /  |            | <br> | <br>YDAW |

## A Fine **Opportunity**

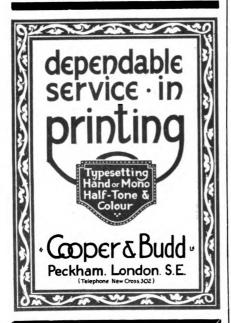
awaits an alert and ambitious voung man as assistant to the advertising manager of a wellknown firm.

He must have had sound practical experience in the production of press advertising and printed matter, and must be fairly young. The successful applicant will be trained to apply his knowledge and ability to the requirements of the business.

A hard worker is wanted with imagination and enthusiasm: who will be loyal: who will not watch the clock.'

If this appeals to you, tell us fully who you are, what you have done, your age, past and present employers, salary required, and anything else you think would help us in selecting the right man.

Box 454. The Advertiser's Weekly, 66, Shoe Lane, E.C.4.



## £2,000 **PROFIT** PER ANNUM.

Advertiser has proposition that will make this annually. Requires finance for same Any Agent interested apply Box 452, The Advertiser's Weekly, 66, Shoe Lane, E.C.4.

## Good Ideas for Advertisers

An Idea May Sometimes Mean Hundreds of Pounds to You in Your Business. Those Given Below perhaps Contain Just the Hint for which You have been Looking

## Scheme that Sold Pencils

The greatest care must be given to the preparation of an advertising campaign for which only a small appropriation is allowed. A writer in Les Nouvelles tells how a pencil manufacturer had set aside 10,000 francs for a publicity campaign to cover the whole of Paris. He studied the question for some time and at last hit upon an original scheme. He got in touch with a very celebrated caricaturist and soon afterwards advertised in the Press to the effect that "Everyone who presents himself at the above address, carrying a — pencil, will be given his own caricature free of charge, drawn by the celebrated caricaturist 'X'."

During the fortnight that followed, the firm was busier than it had ever been before; the fifty retailers who were handling the pencils at the beginning of the campaign had been increased to five hundred.

A Quick Follow-Up

It may be taken for granted that, when a person who is about to furnish a home writes to a furnisher for his latest catalogue, that person has also written to at least three other firms with the same request. One big firm of furniture dealers sends out a catalogue with a very intimate and human letter; but instead of waiting, perhaps, a week before following up the catalogue, this firm sends a second letter two days afterwards, in which a point, purposely omitted from the catalogue, is mentioned. At this time, it is probable that the one about to furnish is weighing up the advantages of the three firms, and the receipt of a letter from one of the three may serve to settle his mind.

## Hohlwein, - Poster

T is undeniable that the influence of Ludwig Hohlwein in German graphic art has been both enormous and beneficial.

Since his first posters, some twenty years ago, right through the prosperous pre-war period, the difficult war years and the astounding economic collapse of post-war Germany, Ludwig Hohlwein has gone on steering a strong course, evading the shoals of futuristic and cubistic tendencies.

I have no hesitation in giving Hohlwein the very first place as far as advertising science is concerned.

## His First Training

Hohlwein's first training was as an architect, and many are the buildings he designed and of which he directed the erection. It is to that architect's training that his mastery of balance in movement and colour values can be traced.

When examining the progress of Germany's greatest poster designer—as has now been made possible by the publication of that standard work, publication "Ludwig Hohlwein," by Professor H. K. Frenzel \*—the comment of the American

## Saving Telephone Time

A telephone idea from America is interesting inasmuch as it might be adopted in this country. To facilitate buying or selling by long-distance telephone (says the Nation's Business Magazine) many business firms now furnish the telephone people with lists of those with whom they wish to talk more or less regularly. Long-distance calls filed in this way are known as "sequence calls." Tickets for each name are made in advance of the calling with all the information necessary. After such a list is filed it is only necessary, in the larger cities, to call the "sequence clerk" and ask to have calls made to those on the entire lists or parts of it. This idea would be of great usefulness for those firms who wish to get in touch with their salesmen or branch managers frequently in order to keep them primed with the latest news of the products they are selling.

## Getting Country Shoppers

A most interesting experiment has been made in Leeds to bring shoppers from the scattered agricultural villages in the Yorkshire Dales to Leeds to do their shopping. The idea originated with Messrs. Schofields, Ltd., Leeds, who are one of the largest drapers in the city. In conjunction with the London and North Eastern Railway Co., special cheap fares were arranged and over one thousand people travelled from Leyburn, Hawes, Masham and the intermediate stations to Leeds where special motor coaches took the excursionists from the station to Messrs. Schofield's premises in the shopping centre of the city.

## Germany's

Press and the 1923 Hohlwein New York Exhibition becomes amply justified.

This appreciation is as follows: "It is a source of wonder that he has been able to maintain consistently the high standard he evidently set for himself at the beginning.

## Graphic Salesmanship

"There is something strong and convincing in a Hohlwein drawing while eminently artistic in conception and execution. The most varied appeals, from those of heavy metal concerns to per-fumes; from the simplest wash to the most elaborate seven or eight colour posters; every single piece of promotion matter is graphic salesmanship in its truest form.

"Hohlwein is an education and an inspiration.'

F. A. M.

\* "Ludwig Hohlwein und Sein Werk," published by the Phænix Illustrationsdruck und Verlag, G.M.B.H. Lindenstrasse, Berlin, S.W. 68; bound in cloth, 36 R.M.; bound in leather, numbered and signed, 90

## MODERN TENDENCIES — (contd. from page 318)

boldly displayed. A cursory glance at the page containing this advertisement was sufficient to acquaint the reader with these appetising biscuits and to stamp indelibly on his mind the name of the firm who makes them.

And if the reader looked closer at the advertisement, he found additional arguments to strengthen his first impression. A glance at the other biscuit firm's advertisement conveyed nothing definite, and close attention was necessary to understand its message.

Another example of "Impressionism" is the Regent Street advertising, an epoch making advance for co-operative advertising which despite a first-rate slogan may be rendered ineffective by copy which strays too far from fact into

the realms of fancy.

The case for Impressionism is based on the assumption that the public wishes to read advertisements and appreciates subtlety and copy of high literary merit. In my opinion, with the exception of the readers of a few cultured journals with limited circulations, the public is not yet educated up to the standard where the impressionistic appeal can be made successfully.

## Realism

Until the standard changes the profitable uses of Impressionism are severely restricted and only Realism can be trusted to bring definite results. The fact that retailers, who of all advertisers are best able to judge which forms of advertising pay, put their faith in Realism, strongly supports my contention that for a general appeal Impressionism does not pay.

appeal Impressionism does not pay.

This copy I think of as "advertising men's copy," because they are among the few who appreciate it. If the tendency towards this type of copy continues it will, I am afraid, strengthen an opposite movement noticeable in some directions to-day—the one towards the elimination of copy proper. It is really poster adver-

tising in the Press.

I do not suggest this second "poster" tendency is a reaction from the first mentioned "highbrow" movement, but I do maintain that too much emphasis on the "impressionistic" type of copywill lead to a reaction in favour of the "poster" type with a depreciation of the value of copy-writing.

I stress this point because I do not want that to happen, and no sense of disrespect for those who, in their efforts for "better advertising" are perhaps providing copy that is "a little too good"

just yet.

## Advertising C.O.D.

In the House of Commons last week Mr. Walter Baker asked the Postmaster-General if he would state what steps were being taken to advertise the cash-on-delivery services provided by the Post Office; and if he would consider a definite publicity campaign to include the distribution of attractive literature and advertising in the Press.

advertising in the Press.

Sir W. Mitchell-Thomson in reply said:—"The opening of the C.O.D. service received a very wide publicity in the Press and elsewhere, and the extent to which it is already used suggests that its existence is well known to those who are likely to take advantage of it. I do not regard it as the duty of the Post Office to urge the public to use this facility in preference to other means of purchase and remittance."

## 60,000 156

THERE are areas in and around London which are unsuitable from the advertiser's point of view—there are others particularly suitable.

Until the formation of the London and Suburban Press, advertisers had to spend large sums in advertising which covered both class of areas or to spend unnecessarily in order to find which areas were the really productive ones.

The London and Suburban Press provides advertisers with a means of concentrating their local advertising on certain areas which best respond to local newspaper advertising—areas where the residential, comfort-purchasing classes are preponderant.

The 60,000 newspapers sold each week by the members of the London and Suburban Press go into households averaging five people who actually study their local papers—advertisements particularly.

The importance of such a circulation is obvious. Its usefulness is indisputable—it remains for you to test its claims.

THE RATE IS 15/6 PER SINGLE COLUMN INCH and one order, one lot of copy, one account and one advertisement manager covers the sixteen papers involved.

A booklet giving a map, areas, papers, etc., will be sent to you in exchange for a post card.

## THE LONDON AND SUBURBAN PRESS

Chairman: - - - Sir Chas. Morgan-Webb, C.I.E. Advertisement Manager: - - - Mr. H. N. Munro.

Evelyn House, 62, Oxford St., London, W.1.

Telephones: Museum 4253.

## SEND

That job you have in hand (Leaslet, Folder, Catalogue - whichever fits your case. Post it along to us for a quotation - and a definite time for delivery.

For here is a Printer that you can depend onfirst, a keen basic price; second, a clean, good job; third, prompt, up-to-theminute delivery.

As Printers for Advertisers, we have a develoned Advertising Sense that enables us to interpret your ideas into paper and ink with faithful reproduction-we have a clever staff, modern type, good machinery can offer you the keenest cocan offer operation in every step of the



F, so far, your idea for Leaflet or Folder is only in embryo, let us help you get it into shape. We retain the service of a very able Advertising Man, and shall be pleased to prepare dummies showing sug gestion for presentation, from your rough indication of what is desired.

In fact, we can either carry out your idea in the right way, or create the right idea for you.

Either way, we shall be glad to hear from you.

## **SALTONS**

The Argus Press,

WEST HARTLEPOOL



## A Mail Order Idea for the P.M.G.

Mailing Lists Corrected-Interesting Scheme from America

HE Postmaster-General was recently persuaded to abandon the postmark advertisement scheme. If he should happen to be seeking for some means of producing revenue to make up for the loss this step incurred, an idea that has been adopted in the United States may be useful to him.

There is not the slightest doubt that the scheme would be welcomed by mailorder advertisers in this country, and would thus prove a very profitable source of revenue for the Post Office.

The American Post Office Department states (in a letter just broadcast) that, in an effort to assist business firms in getting the fullest measure of service from their letters and circulars, the department has authorised postmasters to correct mailing lists. The charge has been fixed at 65 cents an hour (the rate of pay of a substitute clerk) and the Chicago Post Office has devised a system that enables mailing lists to be corrected at the approximate cost of one cent. a name, or about 4s. a hundred.
Firms have to send in their mailing lists

on cards, preferably 3 in. by 5 in. and of

a texture to permit of handling in the mails, with one name and address on each card, sufficiently spaced to allow correc-tions. A clerk O.K.'s all cards that bear the right names and addresses, furnishes a new address if an addressee has moved and left an address with the postmaster, and makes a note on the card, stating why such delivery cannot be effected, namely, "Deceased," "Not there," "Moved—Left no Address," and so on. He also indicates where duplicate names have been submitted.

The American Post Office Department points out that, if this system is adopted by large numbers of firms, it will enable the Post Office to eliminate the handling of undeliverable letters and circulars, and will allow them to give proper attention to the handling of all mail.

There is little doubt that this idea would be applicable in Great Britain, and business firms who have large mailing listswith a consequent difficulty in keeping them absolutely up to date- would find the scheme a great blessing.

## The Advertiser's Gazette

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

## APPLICATIONS FOR DISCHARGE

In London Bankruptcy Court, on November 17, application was made for discharge from bankruptcy on behalf of Charles Ebenezer Dobell, trading as "Sea Island Co.," 19, Hanover Square, London, and lately residing at Ingleside, Clissold Park, N.

Mr. Walter Boyle (Senior Official Receiver) reported that the applicant failed in December last with proved and probable claims amounting together to £3,014, and his assets had realised £18. In March, 1922, he commenced a mail order business in ladies' and gents' underclothing at 19, Hanover Square, W., under the style of the Sea Island Co. Acting upon the advice of his advertising agents he commenced an expensive advertising cam-paign, including advertisements in leading London papers costing £200 each. The business was not a success, and following a meeting of his creditors in November. 1922, a composition of 2s. 6d, in the £ was paid on trade liabilities, £1,600.

With the help of his brother (who guaranteed his advertising account to the extent of £300, and made him advances) he carried on the business at a loss until October, 1924, when he closed it, and sold the lease, fixtures, etc., for £250 and transferred his stock, valued at £350, to his brother, to whom he then owed about £1,400.

He attributed his insolvency entirely to the failure of the Sea Island Co., brought about, as he alleged, by bad trade, heavy advertising expenses and inexperience.

After hearing Mr. Bell (Carter & Bell) for the debtor, his Honour adjourned the application until December 15, to give the debtor an opportunity of finding £50 to satisfy a judgment for that sum. If the money is forthcoming, the discharge will be granted immediately.

Hart, Henry Charles Edgar, trading as Edgar C. Hart and Co., lately carrying on business at 93-4, Chancery Lane, W.C., and 10, London Street, E.C., as advertising agent. (578 of 1926.) Order dated October 22, 1926. Bankrupt's discharge suspended for six months, and that he be discharged as from April 22, 1927.

## NEW COMPANY

"M. S.," Ltd. (217,654).—Private Registered November company. Capital £500 in £1 shares. Objects: To carry on the business of advertising and publicity agents and contractors, advertising novelty designs, manufacturers and exhibitors, signwriters, etc. The directors are :- C. Sallaz and L. Cadney. Registered office: 66, Finsbury Pavement, E.C.2.

GIBBONS

Gibbons Limited Advertising Agents
Cable Address "GIBJAY" TORONTO

Toronto, Montreal, Winnipeg e—ABC Fifth Edition

## CURRENT ADVERTISING

Notes of New Business Going Out! New Advertising Now Appearing in the Press and on the Hoardings

Smith's Agency, Ltd., are handling a new line named the Phonos Sound Amplifier.

F. Aldridge Service is placing for Dou-

sona Gramophone.

Holford Bottomley Service, Ltd., have been booking space for Rawlplugs.

John Haddon and Co. are giving out for Criterion and Embassy Cigars and are again handling for Crane's Pianos

Advertising and Publicity, Ltd., are placing the Polytechnic winter holiday

arrangements.

S. H. Benson, Ltd., have been booking considerable amount of advertising for Boyril.

Osborne-Peacock Co., Ltd., have business in hand for Jackson's Stores and Mackintosh's Toffee.

Central News, Ltd., are again placing a scheme for Canadian National Railways.

G. Street and Co., Ltd. (Gracechurch Street) are handling for Borwick's Baking Powder, Martell's Brandy and Burgoyne's Empire Wines.

Sells, Ltd., have recommenced booking space for Lipton's.

Muller, Blatchly and Co., Ltd., have new advertising in hand for Luvisca.

C. Barker and Sons, Ltd., have been placing displays for Gilbey's Wines and Spirits and for Abdulla Cigarettes.

Dorland Agency, Ltd., have been handling campaigns for the United States Lines, Frederick Hotels and Henly's, and further advertiging for W. Lelke and further advertising for W. Jelks and Sons, John Murray and Eugene.

Kingscott Studio, Ltd., are handling some business for Sun Life of Canada

Assurance Co.

C. Vernon and Sons, Ltd., have renewed giving out for Elliman's Embrocation.

Curtis Agency, Ltd., are increasing space for Pianola Piano advertising.

Harvey Bros. have been placing new advertising for Downings Furniture.

J. H. Boring is handling business for Shearn's.

R. Anderson and Co. have been booking

space for Heppell's.
Willing's Service, Ltd., have recommenced placing for the Character Ballot. Steele's Service, Ltd., have increased

space for Peps and Zam-Buk.

London Press Exchange, Ltd., have in hand an appropriation for Ewbank Carpet Sweeper, are handling considerable business for Lotus and Delta Footwear and

Harold Drabble, Ltd., are booking in the dailies for Boxall's Australian Wine.
Crossley and Co., Ltd., have been placing new advertising for Edison-Bell Records, and new lines for John Morgan Richards.

A. Bernard has been increasing newspaper displays for Kiwi Polish.

Arks Publicity, Ltd., are booking full pages for a radio valve, and in the radio papers for Philip's Radio.

Dorland Agency, Ltd., are handling for Hotel Cecil in France, Kiwi in Germany, L.M.S. in United States, and Crossley Cars in Sweden.

Block's Agency is increasing space in general media for Blind Children's Ballot

T. C. Bench, Ltd., have renewed for Elmer Shirley and Zeekol.

Palmer's Publicity Service are placing for a new motor accessory "Clipolite."

Charles McQueen, Edinburgh, is giving out for the Scottish Whiskey Distillers.



## **Facts** for you.

Records created under conditions. adverse

Over £40,000 actual business was received by us during 1926 from "HOLIDAYS AFLOAT" in spite of General and Strikes

If you have goods, clothing, etc., which our clients, the hirers of the yachts, require on their holidays, a page at £25 will bring you also splendid returns.

Full information and specimen copy of 1926 (204 pages) with pleasure.

BLAKES Ltd., Broadland Ho., 22, Newgate St., LONDON, E.C. 11
Telephones: CITY 4672 and CITY 1820.

## OFFER

DESKS



Special Offer of Oak Flat Top Fitted 8 drawers, automatic locking, I deep ledger drawer, and sliding writing flaps.

WALLIS'S SPECIAL PRICES

48 in. x 27 in. | 54 in. x 30 in. | 60 in. x 30 in.

£6-19-6 | £7-7-0 | £9-9-0

Office Furniture Dept.

T. WALLIS & Co., Ltd. **HOLBORN CIRCUS, E.C.1.** 

## The American College Market

Concentrated for nine months a year in over 600 college towns there are approximately 800,000 college students. We know what, when, and where these students buy their necessities and luxuries.

We are prepared to help the English manufacturers, having logical products, build up a profitable trade with the American college student.

The "Collegiate Salesman," listing all Student papers, sent on request.





## LILYWHITE, LTD.

For every real Photo Repro. Advice, Intro., Pocket Cals., Showcards, etc.

TRIANGLE, HALIFAX

ppeal to

7,000,000 F Potential = Buyers

## ADVERTISING on "UNITED" BUSES

A glance at the panel opposite shows that practically all down the East Coast of England and part of the Midlands is

## "UNITED" TERRITORY

Town dwellers and villagers alike in this vast productive area rely on the familiar "United" buses for a regular, punctual and comfortable means of "Door to Door" travel.

## They carry the Buyers to the Market, let them carry your message to the Buyers

Send your Enquiries to

## HENRY SQUIRE & CO.,

Advertising Contractors for United Automobile Services & STAFFORD HOUSE, NORFOLK ST., STRAND...LONDON, W.C.2.

or Publicity Manager,
UNITED AUTOMOBILE SERVICES, LTP
LAUNDRY LANE ... LOWESTOFT.



NITED DISTRICTS **NORTHUMBERLAND** NEWCASTLE DURHAM HARTLEPOOL BISHOP AUCKLAND DARLINGTON YORKSHIRE HARROGATE BYSHIRE & S.YORKSHIRE CHESTERFIELD LINCOLNSHIRE SKEGNESS BOSTON & EAST ANGLIA

We Hear-

THAT the dailies—morning and evening—in London and the provinces are without much difficulty carrying their full quota of national advertising, a substantial portion of which bears the undignified name of "foodstuffs."

THAT the big circulations are also reaping the advantage of an increase in the amount of mail-order advertising in which the instalment system plays a considerable part.

THAT it is expected the next few weeks will see a certain liveliness in the City with a corresponding advance in prospectus business, including the new issue made on behalf of the Amalgamated Press, Ltd., about which the men in the Street have begun to make inquiry.

THAT there is talk about a big advertised line in toilet preparations being acquired by a financial group already interested in several widely advertised proprietaries.

THAT Mr. Owen Rowley will carry on the duties of Publicity Manager of The Daily Express and Sunday Express.

THAT preliminary work is progressing at the Advertising Association Convention and Exhibition Offices on the Strand entrance ground floor of the Bush building, where an excellent suite of offices has been furnished; and—

THAT it will in the months ahead bring many reminders of the first Convention when registration and other matters of importance were conducted within the same four walls.

THAT the big social night with its dinner and dance and other attractions of the Publicity Club of London has been fixed for Friday, January 7, at the Hotel Cecil.

THAT the financial columns of several of last Sunday's newspapers carried an unusual form of advertisement headed "Corporation Stocks," which occupied the half of a single column, stating "The ideal 'Safety First' investment is British Corporation stocks"; and—

THAT it is understood that this desirable form of public announcement was made by one of the City issuing houses which makes a speciality of handling what are termed "local loans."

THAT Mr. Herbert C. Pharaoh, of the Referee, has arranged a delightful programme for the annual ladies' night of the Aldwych Club Masonic Lodge.

## The SUNDAY CHRONICLE

The Sunday Journal of the well-to-do

## We Hear-

THAT Major P. C. Burton returned to business at St. Martin's Lane early in the week looking none the worse for his crossing in anything but ideal weather from the States.

THAT Mr. E. T. Nind, the hon. secretary of the Aldwych Club, has issued a type-written letter printed in red ink in which he announces "a red letter night at the club" on December 16, when Mr. Wareham Smith receives overdue honours.

THAT a larger number of British holiday resorts are this winter making advertising appropriations to tell what attractions they have to offer at this season of the year; and—

THAT, on the other hand, the attractions of winter sports in Switzerland are occupying advertisement and editorial space in the illustrated weeklies, where also are to be found the announcements of the tourist agencies and the suppliers of winter sports kit.

THAT the new factory—first announced in the Weekly—that Messrs. Carreras, Ltd., are going to build at Mornington Crescent, Hampstead Road, N.W., is to cost half a million sterling.

THAT Mr. Louis Baron, of the Carreras concern, has purchased the charming country estate, Holmbury, Surrey, which for many years was the home of another advertiser, the late Lord Stevenson.

THAT Messrs. Cassell and Co., Ltd., are making use of the shop window at Ludgate Hill, lately vacated by Messrs. Treloar, and while the downstairs window contains a fine show of Cassells' mags. the upper windows advertise Treloar's Sale.

THAT members of the staffs of the Daily Express and the Sunday Express are playing a knock-out golf competition for a trophy put up by Mr. E. J. Robertson.

THAT at the West Middlesex golf course last Saturday Mr. K. O. Fearon, of David Allen Services, won the senior medal with 87-8-79.

THAT no inconsiderable number of advertising agency men and advertisers broadcasted last Saturday night—as members of the 10,000 choir singing community songs at the highly successful concert organised by the Daily Express at the Royal Albert Hall.

THAT those occasional advertisers, Messrs. Woolworth, are opening additional shops in the provinces and making use of local newspapers with good bold advertising to announce the fact.

THAT next summer season will see much keen competitive advertising by Continental resorts, many foreign railway and travel organisations being now represented by London enquiry bureaux, the latest being the Spanish Railways, which have opened offices in Regent Street, W.

THAT the Calumet Baking Powder Co., of Chicago, is spending £6,000 on a salesmen's convention in the near future,

Still they come—these delightful letters about DAILY SKETCH pulling power! Friend Morison, of Morison's Advertising Agency (Hull) Ltd., writes:

"On analysis of the result of the children's educational competition for £1,215 (BANANAS Advertising), we are pleased to inform you that we were exceedingly gratified to find how high the DAILY SKETCH stood in the returns.

These were all the more satisfactory when we say how the circulation of your paper reached to the utmost limits of the British Isles. Moreover, the class of returns was good throughout, indicating an excellent class of reader."

This letter emphasises both the family and the national circulation of the Daily Sketch. Is the Daily Sketch taking your message all over the country?

ULRIC B. WALMSLEY, Advertisement Manager, The Daily Sketch and Sunday Herald Ltd., 200, Gray's Inn Road, W.C. 1.

A FEW FACES of SELECTED TYPES

Used for Typesetting by

B. DELLAGANA & CO., LTD.

11 SHOE LANE. LONDON, E.C.4.

Typesetting Dept.

1 Farringdon Avenue. Telephone: Central 6725 In the Press. May we put you on our list for a copy?

## LIVE FIRM OF ADVERTISING AGENTS

in West End of London
WILL UNDERTAKE THE
LONDON REPRESENTATION
OF

COUNTRY or PROVINCIAL NEWSPAPER
FOR

**ADVERTISING** 

AND

GENERAL SERVICES

on Mutual Terms.

Expert staff of Canvassers available

Write Box 441, THE ADVERTISER'S WEEKLY

## Mr. Agent and Mr. Advertiser—

THEY ARE STILL SPENDINGMONEY IN NORTH - EAST YORKSHIRE.

The
WHITBY GAZETTE
is the paper that "Gets
Home" in North-East
Yorkshire.

## We Hear-

THAT only those salesmen who reached a given quota during the preceding three months will be invited to attend.

THAT the newspaper signs in Fleet Street have been added to by brilliant golden letters at number 174 which advertise the Sydney Daily Telegraph, Brisbane Courier-Queenslander.

THAT the Automobile Association having completed a magnificent new building at Coventry Street, W., are now using the ground floor office windows for the exhibition of a fine range of photographs that advertise the road service the Association provides for its members.

THAT Mr. Gilbert Godley, who has again been laid up, is now making more satisfactory progress.

THAT included in the diners at the Holborn Restaurant last week, when the annual reunion of the Fellowship of Old "Kittens"—early members of the Catford Cycling Club—was held, there were some well-known advertising and Press men, and—

THAT one or two of the guests were Sir Arthur du Cros, of Dunlop tyre fame; Charles P. Sisley, advertising manager to Ciro Pearls, Ltd., and first editor of Cycling; Ernest Perman, manager of the Temple Press, Ltd.; T. J. Merry, advertising manager to the Ocean Accident Corporation; L. Masters, secretary to the Liverpool Victoria Approved Society; and Edwin Campbell, of the Field.

THAT the distillers of Scotch are undertaking a co-operative advertising scheme which will tell of the merits of "the barley bree"—as the Scot is known to sometimes call it; and—

THAT observers in the trend of advertising are inclined to think that this effort on the part of the Scotsman has been brought about by the recent activity shown by Irisih distillers who, much more strongly than before, have been extolling their own particular spirit.

THAT one instance of British enterprise in the United States has come to light in a Reuter message published in the newspapers telling the story of the success of a safety razor blade as a big seller, and—

THAT this refers to the makers of the Darwin Safety Razor blade, who are trying an advertising scheme in the States similar to that which proved successful here; and—

THAT the result has been that thousands of Americans have been sending over six cents to secure the free sample from Sheffield, Eng.

## KEY A SPACE IN THE EMPIRE NEWS The Mail-Order Medium that pulls-and pulls-and pulls





By all means get PUNCH into your Advertising, but don't fail to get your Advertising into

## "PUNCH"

Over 75% of Next Year's Space is already sold

MARION JEAN LYON

Advertisement Manager, "PUNCH"

80 Fleet Street, London,

## AN OLD ESTABLISHEI A NEW

## A.J. Wilson & Company Ltd an

HEN you appoint an advertising agent, remember that the business of buying newspaper space is the least of his duties to you. It is by the service he gives you that he must stand or fall. It is in the planning of your campaign; in the ideas behind copy and layouts; in the execution of the finished advertisements, that success or failure lies for your agent—and for you.

For 30 years the name of A. J. Wilson, Ltd., has been familiar to advertisers. Such a record implies the widest experience of advertising problems—and wide experience brings a keen sense of responsibility for every penny of a client's money spent.

Progress is change, and A. J. Wilson, Ltd. are now able to announce a change of control in their service departments which will ensure a combination of ripe judgment and experience with new ideas, new improvements, in every department of advertising service.

The following Advertisers, among many others, are taking advantage of the New Service

A. C. Cars, Ltd.
Austin Motor Co., Ltd.
Baldwin's, Ltd.
Barimar, Ltd.
British Goodrich Rubber
Co., Ltd.
Graham Amplion Ltd.
Mechanical Refrigerator
Co., Ltd.
Pass & Joyce, Ltd.
Rootes, Ltd.
John I. Thorneycroft &
Co., Ltd.
Waitrose, Ltd.
Wood-Milne, Ltd.

May we add your name to the List?

## BETTER ADVERTISIN

TRY THE NE

A. J. WILSON 150/154, Clerkenw Vol. 52

FRIDAY, DECEMBER 3, 1926

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No. 704

## "Advertising" or "Publicity"?

## An Old Problem Revived—Reasoned Argument by an Advertising Man

At the Birmingham Conference recently the question was raised whether clubs should be called "Advertising Club" or "Publicity Club." Arising out of that Arising out of that discussion the following article has been sent to us by a prominent advertising man who desires to remain anonymous.—Editor, Advertiser's Weekly.

Y what name ought we to call that force which can build great businesses, sway empires and move the world? Is it advertising or is it publicity?

Are these terms really synonymous, and do they convey precisely the same meaning to the average mind?

If they do why must we have both; if they do not, what are the subtle distinctions?

Why do so many people use them indiscriminately, and what are the points of difference between the two things these terms respectively connote?

## Dictionary Meaning

Whatever the practice may be within the business which inspires this journal, there appears to be a distinction and a difference between the dictionary meaning of both words. Etymologically considered "advertising" means basically to "turn the attention to," i.e., "to make known."
"Publicity," on the other hand, having its root in publicus, the people, meant originally the state of being public or open to the knowledge of On this basis therefore it does not appear that to place something conspicuously before the public is the same as turning the public attention towards the thing itself. In practice, we know that it is not. This is further clearly demonstrated by the fact that one may achieve publicity without desiring it, but no one advertises involuntarily. 'Many an unfortunate town or suburb has acquired a reputation through publicity, to get rid of which it must advertise. Put another way, we may say that one may achieve publicity without turning people's minds in any direction or producing any action (except, perhaps, on the part of the police).

True, one cannot advertise without resorting to publicity, but that by no means argues that publicity, is advertising; it only proves that advertising embraces publicity, while publicity by no means includes advertising. this be true then advertising must be regarded as the whole which is greater than its part, and it must be wrong to employ a term which belongs to a part when we wish to describe the whole...

## "ADVERTISING DISPLAY"

We regret that, owing to non-delivery of essential material. publication of the

## December Number

has had to be postponed until next week.

# It will be presented free with the ADVERTISER'S WEEKLY for December 10, 1926

have no option but to employ the word "advertising" when we wish to describe the act or process by which one party at the solicitation of another is induced to follow a certain line of action or to acquire a given thing. But in the course of time words

Etymologically therefore we seem to

assume different meanings and dictionaries need to be revised. The word " publicity " has no doubt in the minds of some acquired a different shade of meaning from that which any dictionary provides, yet when we employ the word in an endeavour to describe a process of selling—it matters little whether the thing "sold" is an idea, an opinion or a commodity—it is at best an apologetic way of saying "advertising." The reason for this we will explore in a moment or two, but it seems to be clear that in the course of time the word "publicity" must drop out of use when we need to describe the kind of "making known" demanded by modern business. At all events, there is no possibility that the word "advertising" will be super-seded by "publicity," if for no other reason than because "publicity" needs the help of other words to describe its function, whereas "advertising," whether used for the thing or the act, conveys in itself a complete meaning.

## Not Logical

Still, no matter on what lines we try to reason out this question, it must be remembered that it is not on logical or etymological grounds that the word "publicity" is still preferred by some to describe propaganda for the sake of business. Many people do mean the same thing when they use the word "publicity" in certain company for the process which amongst themselves they call "advertising." The reason is not far to seek. If it were not that the word "advertising" is still as-sociated in the minds of so many outside the business with pills and the circus, quack remedies and doubtful commercial propositions, there would be no need for the quasi-apologetic term "publicity" to be applied to

(Continued on page 386)

## That Space Buyer and That Space Seller

A Reply to Mr. John C. Kirkwood By W. Nefydd Roberts\*

THE articles which Mr. Kirkwood periodically contributes to the Advertiser's Weekly are always interesting and generally analytical and informative, but his latest—"The Jobs of Selling and Buying Space "-reveals so little accurate knowledge of modern space selling, and such unbalanced con-clusions, that it calls for a little critical Appearing as it did in attention. the organ of British advertising, it might, if let pass without comment, convey to some of your readers at home and abroad a very unfortunate and inaccurate impression of the publishers, advertisement managers and representatives of to-day.

He sets out to define salesmanship; to inform us of the work of a space buyer in an advertising agency; to describe what a space seller does and what he should do, and to conclude that the salesmanship of most publishers is completely wrong. To prove that conclusion would be at any time rather a tall order, but to Mr. Kirkwood, with two pages and a facile pen, it is child's play.

## " Poor Demand"

He is nothing if not courageous and plunges straight in at the deep end with this—

"Really good space sellers are required by media whose space is in poor demand . . .

Publications whose space is in good demand, with demand equalling or exceeding supply, do not depend on flesh-and-blood representatives to make a market for their space; the publishers themselves create the demand, by building up the circulations of their media, and by making them estimable and wanted by advertisers; that is to say, they pre-sell their medium to the consumer of space in it."

In case the reader should deduce from this the logical conclusion that a publication which proved a successful advertisement medium would dispense with its representatives, Mr. Kirkwood bobs up in the calm waters to say—

"It is true, of course, that the representative of a medium like the Daily Mail or Punch has to be

a high-grade man in ability, character and personality, and that he has to be a competent exponent of his medium; but these qualities and abilities are not salesmanship, but are merely attributes of salesmanship."

It is certainly a relief to find that the representative, be he "flesh-and-blood" or ghost, is still with us. Just reflect for a moment on the advertisement staffs of the two media named. It will be comforting to Mr. Stephen Millikin and Miss Marion Jean Lyon, I am sure, to realise that their representatives, if ghosts, with the qualifications named, are hefty ones and even more that if they are not salesmen they have a hope, for have they not "the attributes of salesmanship"?

## " Turned Down Hard"

Proceeding, Mr. Kirkwood relates the tale of woe of a representative of a publication concerned with motoring. This poor lad has, to quote the vigorous phraseology of the article, "a man-size job on," and he appears to deserve it. His grievance is that he gets "turned down hard," and he can't see "the top men." A little friendly catechism from Mr. Kirkwood proves more illuminative than helpful.

After prosecuting a few inquiries perhaps Mr. Kirkwood will discover how many modern representatives would have come out of his catechism like that. Every representative who knows his business will determine on the particular merits of the case, whether he should endeavour to discuss the matter at hand with a principal of the agency, the contact man actually in touch with the client, the client or his appropriate manager. the space buyer of the agency or such one of his colleagues or assistants who can materially advance the issue. It is not only contrary to custom, but fantastic, to picture intelligent space sellers as so limited in imagination and grit as to direct all their efforts to securing interviews with agency space buyers on any and every matter arising out of the business of each and every client.

## Worrying the Space Buyer

Far more important, such representatives and managers who do call on agencies are generally too well aware of the conditions under which the space buyer works, and too concerned about the relationship already established with him to jeopardise their chances and waste time by ill-advised requests for interviews.

The point cannot be too much stressed that along with the modern-

ised service of present-day agencies there has been a great cleavage from the old modus operandi of the representative. There was a time when the representative seemed to forget that there was a client as well as an agency, but to-day the advertiser himself is more ready to have presented to him or his manager facets from every angle.

As for the details of the routine of an agency space buyer's work, which we are given, Mr. Kirkwood is undoubtedly better informed than many of us, but it is difficult to resist the temptation to point out, in the case he instances of a hectic five minutes—"typical of what is going on all day"—that the gentleman who described his work as sanguinary slogging, might well have called it, with or without the epithet, sweating or a mal-distribution of labour. Surely organisation would relieve the space buyer of many of the routine incidents mentioned as happening in the five minutes period.

It is necessary in passing to the conclusions, which have been made, to quote from the article again —

"The salesmanship of most publishers needs a right-about-face direction and effort; it should be addressed primarily and mainly to the logical consumers of their space; also, publishers and their representatives must produce proof that the use of space in their medium gives to advertisers results which yield a profit on the investment."

Before the publisher right-aboutfaces he will want some evidence, which I contend the article has not provided, that his effort has not been directed mainly to secure the logical consumers of his space.

## **Proof of Value**

Take any number of the ADVER-TISER'S WEEKLY in which you have advertisements of the testimony of advertisers to various media and take, too, any five representatives out of six and ask for proof of profit yield to an advertiser. The representative starting on a medium new to himself wants to be furnished with that information at once; it is usually one of his first questions to the manager or publisher who proposes to appoint him. If the medium is a new venture there can be no pre-proof of its capacity to recoup its advertisers, but the intelligent representative will define its policy, class, area of distribution, probable market and a hundred and one details that will be helpful to the advertiser and the agent who take their business

There has been far too much decrying the representative, the manager and the publisher. One day—it hasn't happened for years—somebody will discover to the world that they have ability and something akin to directive effort. I seriously hope it will be Mr. John Kirkwood.

<sup>\*</sup> Mr. Roberts was chairman of the Press Representation Session at the first International Advertising Convention at Wembley in 1924, and was Convener for a similar session at the abortive Blackpool Conpention.

## Giving Traders Confidence in a Projected Campaign

How Caley's Launched a New Chocolate—Proofs that Promises would be Kept—A Factory Working Overtime

By H. C. Ferraby

CAMPAIGN that was launched nationally without any preliminary try-out in a selected area and that immediately resulted in considerable overtime for the workers at the factory has recently attracted a good deal of attention.

The campaign was the launching of Caley's Malt-Milk Chocolate. In a market which is always well supplied with new lines, where competition is as fierce as any known in the commercial world, the undertaking was one of considerable daring. It succeeded in its object, however, and that success was largely due to the very careful staff work done before ever the public was told anything about the new chocolate.

## Retailer and Advertising

Every trade is accustomed to being circularised about national advertising that is forthcoming for a product. Unfortunately there have been cases where the advertising has not developed on quite the scale that was indicated in the preliminary circularising. There may have been good reasons for that. There may not. The result was the same. Traders had come to be slightly sceptical about promises of big campaigns.

That was a resistance which Caley's set themselves to overcome before they began to talk about the new chocolate. They sent out a broadsheet during the



A window bill that was a reproduction of the half-page advertisement with the addition of a second colour

summer dealing with their Marching Chocolate, in which they drew attention to the quality and extent of the national advertising they were doing for that line, and giving an exact list of the papers in which the dealers would find the advertisements. They could

check up the statements of Caley's by that broadsheet. They could prove for themselves that the advertising announced to appear did appear.

It was done quite unobtrusively. There was no knocking of other firms' methods. No suggestion even that the dealer might be doubtful. He was merely provided with the means to remove doubts if he had any.

Three weeks before the Malt-Milk Chocolate was launched the trade received another broadsheet, again detailing the advertising plans, but this time with the full knowledge that the dealers had had a chance to check up the firm's promises and to know that they would be kept.

But there was more in the broadsheet than that.

## Half-price Offer

The full details of the launching campaign so far as the consumer was concerned were given. The new chocolate was to be launched with a half-price offer—sixpennyworth for threepence. The coupon which was to appear in the advertisements was to be returned by the dealer to Caley's to be valid for cash or credit note.

The campaign, which was prepared by the Dorland Agency, was launched in papers of big circulation. Caley's own estimate of the number of times



The two folders which built confidence in the Caley campaign

(Continued on page 380)

## Why the Product should be Named

Successful Names that Help Sales—Other Products that might be "Christened"

By Eric N. Simons

THEN I first took up the advertising of engineering goods, I discovered one very remarkable fact, that although the firm for which I was working made steels for all sorts of purposes, very few of these steels had names. There was "the Edgar Allen special steel for rivet snaps," and the Edgar Allen "special steel for chisels," and a few other steels absolutely without identity. This seemed to me a mistake, for reasons shortly to be specified. In the end, every one of these special steels was given its own characteristic name: the special steel for rivet snaps became "Maxnap"; the special steel for chisels became "Maxchip," and so on. And there, one might imagine, the matter rested. But it did not rest One of the most immediate results was an increase in the interest in and number of orders received for these steels. That was not all. The firm's agents and salesmen, who for years were supposed to have been selling these steels, suddenly discovered their existence, and under the impression that these were new steels, wrote home for full particulars, and at once began to talk about them to their customers. One or two of these newly named products have now made themselves almost household words in the engineering industry.

## Successful Examples

Have you an unnamed product? In my opinion, the products which ought not to be named are so few as to be negligible. My very good friend, Mr. Dickson, the publicity manager of Thomas Firth and Sons, Ltd., will tell you the value in orders received of "Firth Stainless" as a name for a steel, and of "Staybrite" as a name for a rustless material. Kruschen, Bovril, Vim, Glaxo, are all goods with a name. But why should this mere fact of labelling a commodity give it such prominence in marketing?

The answer is that an unnamed product has no attributes, it has no mnemonic value to the customer, it lies hidden in the common rut. Ask any man whether he buys a "pipe" or a "Dunhill." Ask any woman whether she buys self-raising flour or McDougall's. Ask any boy whether he wants a motor-cycle or a "Triumph." To give a product a name is, first of all, to enable the consumer to recognise it and remember it. Secondly, it gives the consumer an added incentive to purchase it. Why this should be, the psychologists alone can tell us, but it is a fact, nevertheless.

In my own case, if a shopkeeper offers me a named and an unnamed article, I always choose the named, even though I know nothing about either. This is not because of any advertising bias, but simply because a named product sounds more attractive than one without identity. In fact, so keen are people to buy named products that they will even go so far as to give I heard them names themselves. to-day of an instance. A firm making twist drills published an advertisement of two workmen deciphering the wording, overgrown with moss, on an old sundial. The wording ran: "Do two days' work to-day." Said the one man to the other: "Do two days' Said the Not likely!" Then the announcement went on to say that firms who were doing two days' work in one day were those using this firm's twist drills. It was a bright and attractive advertisement, off the beaten track. It was read. But what was the advertiser's surprise to find himself receiving orders and in-quiries for "Sundial" twist drills! He is now registering the name.

## Public Preference

Could any further proof be needed that the public, even the technical public, prefer named products?

Another point about names is that they can, if ingeniously designed,



An interesting and very topical sign to be seen in the Holborn windows of Roneo

themselves indicate the chief characteristics of the commodity in question. I have already mentioned "Staybrite" and "Maxchip" (i.e., the maximum number of chippings); others that come to mind are "Speedicut" twist drills, "Sundour "fabrics, "Prestolite," "Beltona" gramophone records, "Dulcetone" gramophones, "Æolian" player pianos, "Libraco" shelving, "Aquascutum" raincoats, and many others.

Many products if not individually named have a collective trade-mark that, in the opinion of their proprietors, serves the purpose of a name. But many of these trade-marks are so general as to be useless for naming purposes. For example, Edgar Allen and Co., Ltd., have a range of "Stag steels, but the steels under that wide heading are so varied in character and have so many different purposes that it would be useless to rely on the class name alone for selling and advertising purposes. In consequence, each steel has an additional name to distinguish it from others in the same class, e.g., "Stag Airhardening," the additional name indicates with fair clarity its special characteristies.

Such articles as hats are very rare'y named. There must be many English hat-makers of the highest class who could impress the public so forcibly with the excellence and high value of their products that men would go into a shop for a "Smith" bowler or a "Jones" trilby, as in pre-war days they used to go for a "Lincoln and Bennett" topper. Women's hats are usually lumped together in a retailer's window as "this season's purchases" or "latest from Paris."

## Standard Quality

Why not name the productions of the various suppliers, and give the public a standard of uniform excellence to help them not only in reaching a satisfactory decision, but in obtaining a standard of quality. As it is, a woman buys one hat this year and one (or more) next year, and she has no guarantee that, even though she pays the same price for them, she is getting equal value in wearing quality or material. Shape and style are excellent qualities, and will continue to be decisive, but it would be an enormous advantage if materials and workmanship could be relied upon as well. At present, the hat of this year may be made a hundred miles away from the hat of next year, the difference in source of supply accounting for this; but the customer is none the wiser. If women came to know a certain manufacturer as trustworthy in materials and workmanship, many hours of indecision would no doubt be eliminated, because that manufacturer's named hats would be given preference.

So that if you are selling a product and find your sales not what you have a right to expect, make sure that it carries a good name, and advertise it.

## Advertising the Book in Germany

Questionnaires that are Handed to the Purchaser—Use of Films and Booklets By Erhard Witteck, Advertising Manager of the Borsenverein der Deutschen Buchhändler zu Leipzig

THE German booksellers are grouped in the Federation of German Booksellers, with headquarters at Leipzig. All booksellers who have had a proper training in bookselling and who are proprietors of firms, or at least responsible managers of public or private limited companies, are qualified for member-The various groups of the book-selling trade, such as publishers, retail book-sellers, second-hand booksellers, exporters, and among the publishers again the publishers of art editions, technical literature, etc., have their various separate associations, all of which, however, belong to the chief Federation of German Book-sellers, which counted 4,971 members on October 1, 1925.

The impoverishment of the German people and the evident aversion from mental occupation has, of course, hit the book-trade particularly hard, and the sales of books decreased considerably, though perhaps slowly. In order to meet this decrease, the Federation established a Propaganda Department in October, 1923; the object of this department was to start a general propaganda campaign for "the book" in general.

## Four Tasks

There are four distinct tasks of this propaganda department: propaganda (advertising) consultancy; issue of advertising helps for the retail trade; support of advertising-psychological investigations; and the establishment or the suggestion of propaganda means, which others would have to carry out.

One of the most urgent tasks was to educate the book-sellers up to the appreciation of the necessity of wellplanned advertising, as a great number of the members of the trade were of the opinion that too much shouting would have a bad influence on the sales, rather than increase them. oppose this opinion articles were published in the leading trade papers of the book trade. At meetings and conventions addresses were given with the same object in view, with the result that finally the entire book trade was well disposed towards the aims of the propaganda department.

The same object of educating the trade to the appreciation of the necessity of advertising in general and the practical and well-planned application of such advertising methods in particular was served by the publication of a series of brochures under the title of "Booklets on Book Advertising," of which series six booklets have been issued so far :-

- "The good book window."
- "The window of the art trade."
- "Retail selling conversation."
- "The book as propaganda means." "The publishers' and retailers' card
- "The technique in arranging lectures."

Of much greater extent, much more intensive and more successful, was the individual propaganda consultancy extended to the various firms. Propaganda Department gives information, replies to queries, gives advice as to special methods in various cities, and so on. Into this consultancy enters also the collection of advertising and propaganda material issued by the various German publishers and book-sellers, of which always two copies are sent to the Federation, where they are kept and classified for easy reference and where they serve as specimens in the advocacy of effective advertising material.

of windows Illustrations published in the Federation paper, special books on the subject with numerous illustrations of successful window-displays were issued, and, recently, a number of window-display competitions were arranged and the best windows were often awarded quite considerable prizes. result of this propaganda has been that a large number of retail book-sellers have brought their windows to a very high standard, so that the window of the book trade is, to-day, regarded as an example by many other trades.

## Showcards and Bills

The Propaganda Department issues a great variety of advertising matter, such as showcards for display in the windows, or bills and posters for pillars, parcel and letter seals, postcards, envelopes and letter-headings, pamphlets, etc., which are used to a greater extent every day. This advertising matter is issued particularly just before Christmas and Easter, that is, during the season when in Germany most books are bought, and also shortly before the summer holiday and travelling season.

Another important task is to further advertising - psychological investigations, especially those that analyse the reasons and motives which lead the public to the purchase of books. This investigation was only started recently, in shape of a questionnaire which was handed to the purchaser of a book by the retailer, and on which questions such as the following were set out :-

"Are you choosing the book because it was recommended to you by an acquaintance, or in a lecture?

"Did you choose the book because you know the author personally, or because you saw an advertisement?"

As all the cards had been franked, the proportion of questionnaire cards that was completed and returned was beyond expectation. The material thus received is now being analysed, and as soon as the results are known, it will be of great value to the publishers to know which advertising methods give at present the best results.

## Broadcasting

The German wireless broadcasting stations have come to the conclusion that it is in the interest of their "listen ers-in" to bring, at least once a week in their "Book Hours," more or less detailed reports on the latest books, although it has cost the Propaganda Department great efforts to get this done. At present efforts are being made to get newspapers, illustrated papers and periodicals to publish articles to help the advance of the good book.

I must also mention here that the Propaganda Department issues two propaganda papers with the titles Nimm und Lies (Take and Read) and Neue Noten (New Notes), which the book and music trade orders in quite considerable numbers for distribution among their best customers. These papers contain articles on particularly important new publica-tions, specimens of text and illustrations from them, and advertisements of the publishers.

An unexpectedly great result has been obtained with our appeal to the publishers of papers and periodicals to publish in their papers space-filling advertisements, for which the Propaganda Department supplied, free of charge, matrixes in various sizes, with texts, such as "Read Books, Knowledge gives Power," "Books are Friends, Books are Companions," "Give Books for the Holiday." These advertisements have been appearing in a large number of newspapers and periodicals.

The film was also used for our purposes, and a comic pen-and-ink film "Meyer's Career," was made, which showed in a humorous way the necessity of books to an educated

Our care for the training of future book-sellers is occupying a great deal of our time, as we are of the opinion that the best propaganda of the book trade is the well-educated and welltrained bookseller. In view of this. a course for publishers' propagandists was held for the first time in Leipzig in January last, in which 100 principals and responsible employees took part, indeed a sign indicating that the German book trade is at present greatly interested in advertising. The course was entirely devoted to a systematic study of all questions of advertising books, and it can be said here that this course has achieved its object to inform and teach the students all possible propaganda methods, as much as a course can make this possible.

## Academies

For the younger employees of the book trade there are the so-called summer academies, which during the fine season call together twenty to thirty students from all over Germany, for a fortnight or so at a beautifully situated place, in order to make them acquainted with particularly urgent questions and points of their own trade, and also to open for them a wider view on things in general. There are six or eight of these summer academies each year.

In preparation for this Christmas season an intensive advertising training was given (from October 10 to 16) at Leipzig.

All means at the disposal of the retail book trade were examined in detail. To make the lectures throughly practical, three different "classes" were organised: for book shops in large towns; for book shops in small towns; and for specialised book shops and music dealers.

Every person attending produced, after the week's training, practical work in the shape of an advertising plan for a library with a given turnover, 4 per cent. of which was to be devoted to advertising; allocating the appropriation, choosing the means,

deciding the chronological development of the campaign, while suggestions as to window displays were also to be made.

This week's training was taken by responsible people who came from all parts of Germany.

A separate section of the Propaganda Department is the speakers' bureau of the Federation, the object of which is to organise lecture-tours of well-known poets and lecturers throughout Germany, during which each lecturer will, if possible, deliver ten to twenty addresses in as many different cities. Lectures of poets and writers from their own works have always proved to be an effective method of book advertising, as the personal acquaintance of a famous poet or author is to many of the audience a sensation, which creates the desire to own some of the lecturer's These lectures are generally arranged by enterprising book sellers, but also literary clubs, and even municipalities participate in them frequently. Last winter the speakers' bureau of the Propaganda Department—although it was then the first time it worked really systematicallywas able to arrange 400 lectures.

## Book Weeks

To draw public attention to the book, "Book Weeks" were arranged for the first time on a large scale last year in Berlin, München, Stuttgart, Breslau and other smaller and larger German cities, and in most cases a book exhibition was held at the same During these book weeks lectures and addresses by poets and authors were arranged, and in the schools tasks were set connected with the book, and prizes for the best solutions were awarded. The newspapers published detailed reports and articles by the best-known writers

and poets, and everywhere one was busy advertising the book. results of these methods did not in all cases come up to expectations: they have, however, served to create public interest.

The Propaganda Department is also responsible for the advertising for the art and music trade. It would lead too far here to deal with these two branches in detail, and it must suffice to just have mentioned them.

## Subscription Fund

At the last general meeting of the Federation, which is held annually on the fourth Sunday after Easter in Leipzig, it was decided to levy a general subscription to the propaganda fund; this subscription amounts to 5 mk. per annum, and must be paid by every firm that is a member of the Federation or mentioned in the Directory of the German Book Trade: the amount is spent exclusively for advertising and propaganda purposes. As the Directory is indispensable to all book-sellers, it contains also all those firms of importance, who, for some reason or another, are not members of the Federation. Although the sum obtained this way is not particularly large, it expresses the good will of the book trade to do practical work in the way of pro-paganda. We are convinced that our efforts will not be without results.

## IDEAS FROM MANY SOURCES

The tyre-race with the maker's name prominent.

The public washing by fair damsels, to advertise a certain brand of soap.

An appetising display in fruit to advertise a certain well-known American State.

The German maiden who patrols a town, representing "the only sweet you need buy."

IN HOLLAND our goods are so popular that many Dutch shops trade under an English name in order to attract custom.

Your goods will sell there too. Let us show you how.

- "Algemeen Handelsblad" (Amsterdam)
- "Nieuwe Rotterdamsche Courant" (Rotterdam)
- "Nieuwe Courant" "Het Vaderland" (The Hague)
- "Wereldkroniek" (Holland's Leading Weekly)

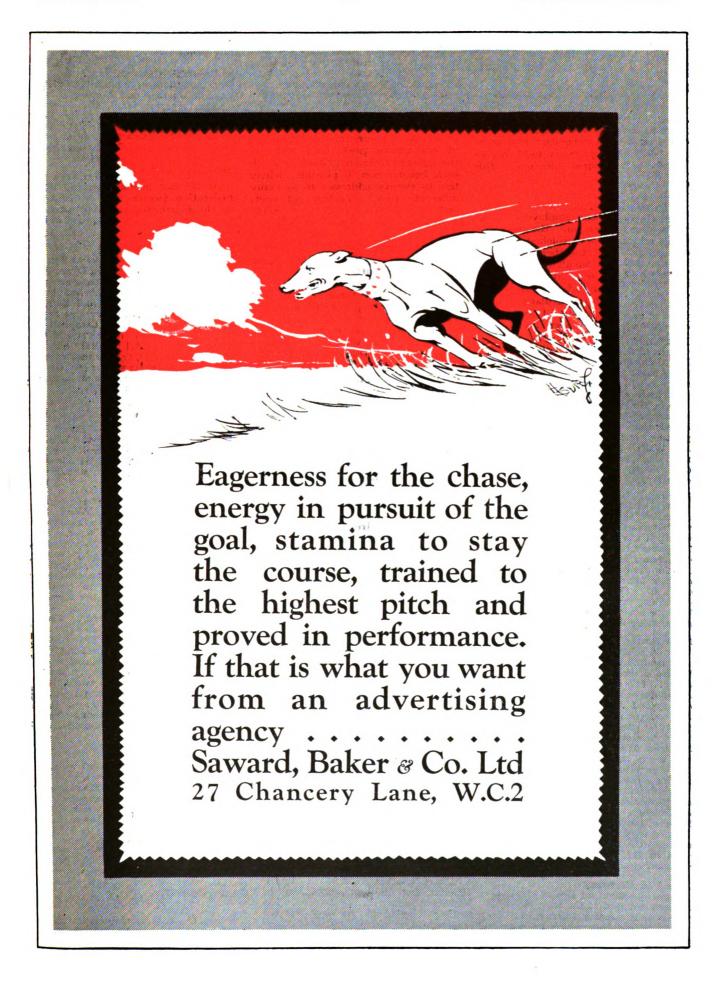
U.K. Representatives :-

THE OVERSEAS PUBLICITY & SERVICE AGENCY, LTD. 9. QUALITY COURT. CHANCERY LONDON, LANE.

'Phone: Holborn 5628.

Managing Director-G. D. YOUNG.

Telegrams: " Egyptadoe."



## News 1n

Irish Poster Controversy-Prospectus Issues Coming-Schemes for Resort Advertising

Welcome to Lord Reading

The British Poster Advertising Association last week passed a resolution which stated that "the Association welcomes Lord Reading's entry into Fleet Street as chairman of a national morning newspaper and extends greetings and good wishes to one whose splendid record of distinguished public service adds a lustre to all engaged in the service of the printed word.

Welsh Press Campaign

The Cambrian Resorts Association met last week at Machynlleth, Mr. H. Warwick, traffic superintendent, of Oswestry, pre-siding. It was stated that the Great Western Railway Company were spending thousands of pounds on Press advertising, and with combined efforts more c uld be done in this advertising. The association is to spend £400 in a Press advertising campaign at an early date, and 15,000 copies of guide-books will be published.

Hutchinson Issue Coming
Messrs. G. Haswell Veitch and Co., Ltd., announce that arrangements are being made for an early issue of 300,000 seven-and-a-half per cent. cumulative participating first preference shares of £1 each in Hutchinson Printing Trust, Ltd. a company formed to acquire the entire issued share capital of a number of printing and bookbinding businesses. Mr. Walter Hutchinson, chairman and managing director of Hutchinson and Co. (Publishers), Ltd., is chairman of the company.

Buying British Cars
The British motor industry first inaugurated the co-operative propaganda which is associated with the phrase "Own a British Car" in the autumn of 1924. The issue of this propaganda has not been continuous, but has been concentrated into two periods each year. Each of these has been approximately of three months' duration. The general view held by subscribing firms of motor manufacturers is to the effect that the campaigns have undoubtedly done very good work.

Irish Poster Controversy Considerable interest has been aroused in Ireland over a poster designed for the Empire Marketing Board by Mr. Paul It is a rather graceful picture of two donkey-carts carrying cans of milk, with typical West of Ireland cottages in the background. The Cork Examiner says there was nothing more charming or full of character in the whole exhibition. The Irish Times and Irish Independent both argue that the picture disparages Irish agriculture and that a truer impression would have been given by the representation of a Munster creamery, with loaded lorries at the door and an air with loaded lorries at the door and an air of efficiency. Such a picture may be desirable, but the other pleasing scene is also necessary if the world is to do full justice to the Irish character. A photograph of the poster will be seen in "Advertising Display" next week.

Selling in Germany

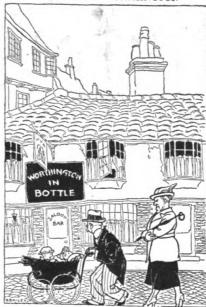
A special section for British exhibitors has been arranged at the Ring Messhaus for the next Leipzig International In-dustries Spring Fair, which takes place from March 6 to 12, 1927. Efficiency of Press Advertising

At a luncheon which formed an interlude to the work of judging the entries for the championship loaf in the Grand National Competition held by Messrs. Hovis, Ltd., Mr. J. F. Morton, assistant managing director, said that the firm employed many different forms of advertising, but they had always obtained the best results from the Press, since they found it more suitable for their purpose.

## TALKED OF THIS WEEK

\_\_\_\_\_\_

PLAY TITLES BOTTLED BY WORTHINGTON



"MR. PIM PASSES BY"



The best of a new series

Change of Address

The Architect and Building News have transferred their advertising department to Rolls House, Breams Buildings, E.C.4, where the editorial and publishing departments are already housed.

Lectures Advertise Transport
Public interest in the two lectures on London's railway and omnibus systems, issued by the Underground Company, shows no signs of abating. It is now some years since these stories were prepared and offered free. 1,180 lectures have already been delivered to audiences totalling well over 200,000, and though the lecture season has hardly begun, no further bookings can be accepted for the present year.

Trade Union Advertises

The Shop Assistant last week carried a full-page announcement inserted by the Union of Shop Assistants, advertising the benefits of joining the organisation. The striking thing about the copy was the employment of scientific means of advertising.

Rate Cards Wanted

Progressive Publicity, Sentinel House, Southampton Row, W.C.1, ask for rate cards of all newspapers, magazines and other publications.

On Exhibition Committee

Mr. Samuel Storey, proprietor of the Newcastle Journal and North Star and associated papers and Mr. Edward Tebbutt (managing director of the Newcastle Chronicle publications) have been appointed members of the provisional committee in connection with the North-East Coast Industries Exhibition.

New Club's Telephone Numbers

The telephone numbers of the Street and Advertising Club are Holborn 0861 and 0862. These should be specially noted as they are not yet recorded in the Telephone Directory.

Prospectus Issue Coming

Amongst recent registrations at Somer-set House is that of Associated Dyers and Cleaners, Ltd., a company that are the proprietors of the old-established businesses of Messrs. Eastman and Son of Acton Vale; Messrs. J. Pullar and Sons, Perth; Messrs. P. and P. Campbell of Perth, and various other subsidiary businesses. The total capital of the company is £800,000, and we understand that an issue of shares will be offered for public subscription about the end of this month.

Fleet Street v. Bart's

A return football match (Association) has been arranged between Fleet Street XI. versus St. Bart's Hospital at the Winchmore Hill ground on Saturday next, December 4. The team and friends will meet at King's Cross local station at 1 o'clock.

G.W.R. Scheme for Minehead

A deputation from the G.W.R. Co. attended the meeting of the Minehead Publicity Association last week. deputation suggested an advertising deputation suggested an advertising scheme, whereby the company would provide and post throughout their system 2,000 posters of Minehead, on condition that Minehead would agree to provide half the cost, namely, £50 per annum. Twenty thousand folders dealing with Minehead were also suggested. These would be provided and circulated by the company, the cost to the town being company, the cost to the town being £17 10s. In addition, if Minehead was prepared to entertain the idea of newspaper advertising, the company would bear half the cost, and would also exhibit exclusively, for one week, photos of Minehead in the windows of their London and Manchester receiving offices, on condition that Minehead provided the photographs.

**Educational Work** 

The paper on the educational work of the Advertising Club of Ulster, read by Mr. Victor Salter at the Birmingham Conference, was specially prepared for the occasion by Mr. G. H. O. Strick, chairman of the Club's Educational Committee.

For Students of Printing

The London School of Printing course of study in costing, salesmanship, photo-lithography, offset, and newspaper rotary machine work, commences on Monday, January 3, 1927.

New Telephone

Messrs. Gee & Watson's new telephone numbers are Gerrard 7257, 7258 and 7259.



Advertisers who are NEWCOMERS to the Morning Post Profitable Market Escalator this Autumn include:—

Products.

Post Readers can AFFORD to buy Quality

Austin Reed Goochs Meaker's
Younger's Ale Drage Gordon's Gin
Booth's Gin Worthington Maypole

Booth's Gin Worthington Maypole
Sunripe Cigarettes De Reszke Rolls Razor
Schweppes Home & Colonial Buick

Schweppes Home & Colonial Buick
Michelin Tyres Diploma Cheese S. Smith & Sons

Distillers' Co.-4711 Eau de Cologne

## The Morning Post

THE QUALITY PENNY DAILY.

PERCY WATSON, Advertisement Manager, 346, STRAND, LONDON, W.C.2.
Telephone: CITY 1500.

## Letters From Our Readers

The Editor cannot hold himself responsible for the opinions of his Freaders nor does he necessarily associate himself with their views Getting the Right Men

Sir,—Your reprint of Mr. Harford's speech at the Birmingham Conference on "How to get the right." "How to get the right type of young men into Advertising," directs me to make the following observations.

There is a strong tendency to select only public school and college boys as the future administrators of this great busi-

ness of advertising, especially by the larger agencies and business organisations.

The chief argument for this policy is that advertising should be elevated to the highest possible standard by the attraction of the better educated boy, viz. : the public

school and college boy.

This policy, if pursued, will certainly elevate advertising, in fact it will raise it above the heads of the masses, thereby destroying its effectiveness.

I have been informed that the public need elevating and educating, with which I agree, bearing in mind at the same time that it is not possible to elevate or educate

beyond mind capacity.

Give the intelligent elementary school boy a chance; he is quite a fit person to educate the masses because he is one of them. He understands the mind which directs their actions, he is soaked in his subject, and if he has been clever enough to reach the elementary school zenith, I submit he is sufficiently clever to educate, guide and sell to his own folk.

The first law of research says: Goexplore your markets, learn the requirements and buying habits of your public, work from the consumer backwards and you will prepare a solid road upon which your goods can travel from factory to consumer.

These observations are not intended to belittle our splendid public school and college boys, but merely to plead the case for the intelligent, progressive elementary school boy.

I think it will be agreed that environment during upbringing is an important factor in one's outlook and knowledge concerning the life of the people to whom one must sell.

Would the fraternity of married men accept a law laid down by single men for their matrimonial bliss?

For this same reason why should not the elementary school boy be eligible to direct the buying habits of his own class who constitute the bulk of the buying public.

Young intelligent elementary school boys are wanted in advertising as well as intelligent public school boys

W. KEITH MARTIN. [Mr. Harford's proposal at Birmingham specifically provided for the attraction of both public school and elementary school boys into the profession.—Ed., Adver-TISER'S WEEKLY.]

## On Copy

SIR,—The article on "Copy" in last week's issue is the product of an illogical mind. It abounds in loose expressions and meaningless generalisations. One might fill a page with pertinent questions for Mr. Colin Edgell to answer. I content myself with three:

- 1. What is meant by "impressionistic copy "
- What does Mr. Edgell know of the sales results of the campaigns he attacks?
- 3. What is meant by "highbrow"?

Concerning the first question: Mr. Edgell may talk of impressionistic art, but impressionism has not been attempted in copy, so far as I know. No copywriter dare intrude his own personality to such dare intrude his own personality to such an extent. To begin with, impressionistic copy would deal not with facts or even with fancies, but with personal mental reactions. E.g., this phrase might express a fact, "Jacobs Cream Crackers are crispy." Then this phrase might express a fancy "Jacobs Cream Crackers are crispy." press a fancy, "Jacobs Cream Crackers come forth with the golden brown kiss of the oven upon them." But this would be an impression: "Jacobs Cream Crackers . . . crisp facts . . . a lawyer talking . . . a parrot . . . crisp, meaningless facts."

Concerning the second question. The article by Mr. Edgell made absolutely no mention of sales results. Then how can it be said that the copy he attacks has failed? Why does Mr. Edgell avoid this most important subject? Is it because he doesn't know whether the campaigns succeeded or failed? I am surprised he was not challenged on this vital point.

Concerning the last question. copy Mr. Edgell instances in his attack on "highbrow" copy—that is, the Jacobs Cream Cracker Copy and other work of the same copywriter-is written in the very simplest words on the very simplest of topics. It is human, understandable by a schoolboy, and excellently composed. It has the "pattern" or "design" which true copy must have. What is more it has a direct and unavoidable urge

to buy—that is, it has selling strength and point. Is all this what Mr. Edgell calls "highbrow"?

Anyone can be critical. That is to say, anyone can criticise adversely, which is not quite the same thing. As Dr. Johnson once said, "To create is given to few but any man may support his Vanity. few, but any man may support his Vanity by the name of Critick." But, nevertheless, everyone cannot be a legitimate critic. There is far too much empty generalisation by self-elected critics of advertising which may do positive harm when addressed to a club which is composed of the advertising men and women of the future. A few facts and figures count for so much more in the education of the younger generation of advertising men than all this dangerous, ill-informed talk. Why did not Mr. Edgell confine himself to what he has learned from his experience of store advertising?

Mr. Edgell's gibe at "advertising men's copy" could only be paralleled if he were to remark of a surgeon who had operated upon him: "He removed my appendix just as one would expect a surgeon to. It was the typical work of a surgeon." Does Mr. Edgell prefer to buy copy from butchers and meat from advertising men?

His prophecy that present styles of copywriting will lead to the death of copy inspires me to hope that some of the present styles of the lecturers.

JON D'ESTERRE. present styles of lectures will lead to the

## Dots and Commas

SIR,-In his letter last week Mr. Tisbury said that his "Hallo old boy" seemed to cause me some uneasiness. hardly correct—malicious amusement better describes my feelings. He is also wrong in stating that the same hiatus occurs in "The Orinico overflowed its banks." "Hallo" is an ejaculation, and as such demands a strong enough pause to require a comma, even without the vowel hiatus.

But as Mr. Tisbury admits that the nearest pronunciation that can be got to his phrase is "Hallold boy," and as he is so convinced of the effectiveness of the human note in advertising, why does he not go the whole hog and write it that way? And while he is about it he might as well be consistent and let the Orinico overflow its banks in reality, thus—"The Orinicoverflowed its banks.

But enough of this foolishness. Mr. Tisbury persists in espousing his kindergarten atrocities which violate the first principle of selling—that of making the message clear to the prospect—he will provoke me into writing an article explaining advertising axioms in such simple language as not to require a reversal of my nom de plume to make evident its purport.

## ERITAS.

Humours of English

SIR,—We read in your last issue the very amusing replies sent to your correspondent from Africa. It might interest your readers to see the following instructions, which we recently received from a firm of music pitch-pipe manufacturers in Czecho-Solvakia.

"DIRECTION TO A RIGHT FUNCTION AND BLOWING AT THE TUNING PIPES.

"How I have often learned the tuners are badly blowed at, and there are chiefly the 2 tubes 4 tones ones, but also the 4, 5 and 6 tubes tuners.

You thereby get either no tone on the whole (usually at D) or the tones sound very heavy by which circum-stance the tune is badly injured. "Therefore put the lips lightly and

equally on the tubes, the tip of the tongue on the interior side of the lower teeth and blow at the tuners lightly in beginning and later growing sharper (without pushing of the tongue). "Then you will get each tone in its

sharpness and clearness.

"All my tuners being blowed at, in this direction give as to pitch a clear and far-portable tone, that you can almost hear it on a distance of 500 m."

For A. Weekes and Co., Ltd.,

## E. C. WATT.

## Two Colour in Dailies

SIR,—An article in your supplement of November 5 contains some statements about printing newspapers in two colours which are true of some plants but which do not apply to the way in which such colours are printed on most Continental presses.

The printing of the second colour besides the black on the sheet is not done by any cylinder which otherwise would have been used for printing another page in black (as was stated in your article). It is done by separate cylinders especially kept for that purpose. Mostly it can only be done on certain pages of the paper, but it is not necessary to diminish the number of pages of the issue in order to print some of the pages in two colours; nor could one augment the number of black pages by only printing in one colour. The output remains always the same.

The aforementioned article also states that a lower speed is used when printing This is contrary to our excolours. perience of many years. In the office of the Algemeen Handelsblad in Amsterdam, the possibility exists of printing a second

(Continued on page 368)



## Behind the Scenes

Even the best play can attain success only after the united efforts of author, producer, stage-manager, actors, stage hands, scene painters and costumiers. It entails numerous painstaking rehearsals and an infinite attention to detail. In much the same way an Advertising campaign must represent similar prolonged preliminary work, if it is to achieve a maximum of effectiveness.

¶ Every campaign undertaken by Mather & Crowther receives this necessary detailed attention. Basic plan, Copy and Illustrations—these factors are studied from every angle until we know they are right.

We cordially invite those interested to call and examine personally the of portunities provided by the Mather & Crowther Organisation

## MATHER & CROWTHER LTD.

Modern Advertising
10-13, NEW BRIDGE STREET, LONDON, E.C.4.

colour on four different pages in every issue at the same speed at which the paper is printed when it is only done in black. The output of an issue of 20 pages with two colours on four different pages, or in black only, would be about 60,000 each hour (on three presses), in both cases newspaper paper is used.

The expenses are not so very high in material costs, as they only include the price of the colour inks and of the wages that go to the making of the separate matrices and some separate stereotype plates. The difficulties are caused by the great exactitude which is necessary in order that the colours register. This can only be achieved by special skilful manipulations and a rather long experience, but I should also like to point out especially that this exact covering is done best when the press runs at its highest speed.

A. HELDRING,

General Manager, Algemeen Handelsblad.

## Standing of Newspapers

Sir,—As a constant and interested reader of the Dutch newspaper, De Telegraaf, I have been rather surprised at the opinion to which a Mr. G. Richter has given expression in your issue of November 19 (page 292) that in a small country like Holland the standing of a newspaper is of more importance than in larger countries and also, it seems, that, in general, standing counts for more than a large circulation. The obvious conclusion that the standing of a newspaper in England, for instance, is a matter of indifference to the public, I leave to the judgment of your own countrymen.

By his statement as regards standing and his reference to the Dutch news papers the Algemeen Handelsblad and the Nieuwe Rotterdamsche Courant, Mr. Richter, however, appears to imply that those papers are of so much better standing than *De Telegraaf*, that it is quite unnecessary for them to have the number of their issues controlled. to me, seems to be a very faulty and mis-

leading argument.

D. P. GNODDE.

Rhynegomlaan 17, Aerdenhout.

## Net Sales in Holland

Sir,-The members of the Executive Committee of the "Nederlandsche Dag-bladpers" (Association of Publishers of Daily Newspapers in the Netherlands) have read with the greatest astonishment a paragraph, printed on page 192 of the Advertiser's Weekly dated Friday, November 5, 1926, and written by Mr. Fernand Marteau, which reads as

follows:—
"In Holland, the "Bureau voor
Oplaagcontrole" under the management of my friend Van den Berg, has existed for some six years and groups some 80 advertisers and agents. IT CONTROLS MOST OF THE DUTCH MEDIA."

The members of my Committee have desired me to give you some information with regard to the above quotation because the paragraph as it stands is very misleading for such business men in England who might feel inclined to advertise their articles in our country.

The facts are—according to figures produced by the manager of the "Bureau voor Oplaagcontrole" himself—that it only controls a very small number of the papers published in the Netherlands.

According to the list of members of this Audit Bureau, June, 1926—which came to hand a few days ago-not more than 57 newspapers (daily papers, weekly papers, trade periodicals, etc.) were

under its control, such, out of a number of 1,638 daily newspapers, etc., i.e., only

81 per cent.
These figures were divided as follows Controlled Numbers by the published. "Bureau." Great national daily newspapers, issued twice daily . 6 1

Great national daily newspapers, issued once daily 2 Important provincial and local daily papers 32 2 Provincial and local daily papers of minor importance ... 45 4

Totals 92 9 Newspapers issued once, twice, thrice and four times per week 24 Weekly papers, trade periodicals, etc. . 1,114 24

Total-general ' .. 1,638

As you will see from these figuresthe numbers of the different papers are to be found in the official Press Guide published by Messrs. Nijgh & Van Ditmar, Rotterdam—the words of Mr. Marteau's paragraph that "The Bureau voor Oplaagcontrole" controls "most of the Dutch media," are, to say the very least of it very misleading.

of it, very misleading.

Furthermore, Mr. Marteau states that some 80 advertisers and agents are grouped in the Bureau. Actually not one of the Dutch advertising agents, recognised by the "Association of Publishers," belongs

to the Bureau.

It may also be useful for the information of the British advertisers to add, that the control of the figures, as such, cannot be considered to be the most important proof of the circulation of Dutch newspapers. For, in many places of this country, especially in the villages and smaller towns, the subscription of an important paper is often shared between two or even more households in such places, who pass the paper to each other. So, as a fact, a great newspaper may have on its subscriber-lists a smaller number of names than the number of those who actually read the paper every day.

The Dutch advertiser, well aware of this custom in the world of newspaper circulation, therefore does not take so much notice of audit-control figures as may be the case in England and America.

For the Executive Committee, E. W. DE JONG.

## A Reply to Mr. Kirkwood

Sir,-In the article by Mr. John C. Kirkwood which you published in your issue of November 26, much stress was laid upon the impossibility of the top space-buyer interviewing space-sellers, on account of the vast amount of work he has to get through. I suggest that the employment of a capable assistant to relieve him of his less important duties would provide a way out of the difficulty, but doubtless a fresh excuse to fob off the space-seller would soon be forthcoming.

Further, Mr. Kirkwood must surely be aware that many advertisers will only consider media that are put up to them by their advertising agents, and, in many cases, a printed notice giving the name and address of the agent is prominently displayed in the firm's offices. If then, the wretched space-seller is denied admittance both the advertiser and his agent, how is he to secure a fair hearing?

Surely it is the duty of an advertising agent, offering "Service" to his clients,

to investigate every medium that is put up to him. How else can the advertiser feel assured that no opportunity for increasing his sales is being overlooked through the "too-busy-to-see-you" attitude of his agent?

V. R. RONALD.

## Books on Advertising

Sir,-In accordance with my usual custom, I am now preparing the final details of the list of books on advertising by British authors during 1926, and as I am desirous of having complete information as early as possible, I shall be greatly obliged if any of your readers will kindly send me intimation of any such work they may have published during this period.

I would particularly emphasise that these books must be by British authors and not American or other nationalities

ERNEST MORRISON.

Bouverie House, Fleet Street, E.C.4.

## MODEL BY-LAW FOR WAYSIDE **SIGNS**

County Councils Association Make Suggestion

HE consideration of a model by-law to be recommended for general adoption by county councils, in regard to regulating advertisements, was discussed by the Executive Committee of the County Councils Association last week, and the report of a conference between the Scapa Society and representatives of the association was adopted.

This recommended that, subject to the ascertainment of the view of the Home Office and to certain reservations relating to satisfactory by-laws already in exist-ence, the association should advise all county councils in England and Wales to adopt, in accordance with the powers conferred upon them by the Advertisement Regulation Acts, 1907 and 1925, the model form of by-law set out in the report.

## Wording of the By-Law

This by-law prohibits the exhibition of any advertisement which injuriously affects the amenities of a public park or pleasure promenade, disfigures the natural beauty of a landscape, a view of rural scenery from a highway or railway or from any public place or water, or disfigures the amenities of any village within the district of a rural district council, or of a historic or public building.

Certain exemptions are made in the case of advertisements relating to the land on which they stand, and to advertisements upon railway buildings, and there is a five years' grace allowed for the use of any hoarding existing at the time of the making of the by-law.

In view of this, and the fact that power to prevent advertisements was granted county councils under the 1907 Act, the report recommends that where satisfactory by-laws exist under that Act they should be retained and omitted from any new by-laws, in order not to raise any question as to when the five years' period commenced. Similarly, in the case of railway advertisements, existing by-laws of a satisfactory character should be maintained without alteration.

## Christmas Presents "Sketch"

The current issue of the Sketch is a particularly fine production. It is a Christmas Presents Number, and it carries more than 100 pages of advertising, which, we are informed, is a record for this publication. The literary pages are full of good things, and the issue will be widely welcomed.

## HAVE YOU READ

# "Ulster as a Potential Market"?

(By Rt. Hon. Thos. Moles, M.P.)

IF NOT,

SEND A POSTCARD TO

## Belfast Telegraph

OR
RING CENTRAL 8357
A COPY WILL BE
POSTED BY RETURN

## BIG CHANGES AT A. J. WILSON, LTD.

T. G. Casson takes over Control—Reorganisation of Service Departments

THE WEEKLY understands that Mr. T. G. Casson has just been appointed a Managing Director of A. J. Wilson, Ltd., and is taking up his new

pointed a Managing Director of A. J. Wilson, Ltd., and is taking up his new duties immediately.

The A. J. Wilson agency has for a long time provided complete service for advertisers, including printing, blockmaking as well as studio and copy work. Mr. Casson's first motive is to develop this service side of the firm. The copy, lay-out and ideas department will be thoroughly reorganised. A research department is being started. And several capable lay-out men, artists and copywriters are joining the staff in order to strengthen this side of the business.

New working capital has been introduced, and Mr. Bernard Rubin has also joined the board.

Mr. Casson, it will be remembered, has for ten years been supplying copy, layouts, designs and ideas to advertisers and also to many advertising agents, and his control of the A. J. Wilson service will be backed up with valuable experience. A. J. Wilson, Ltd., has been in existence for thirty years, and during the early days, when advertising was regarded with suspicion—and scorn—it did a great amount of good pioneer.

the early days, when advertising was regarded with suspicion—and scorn—it did a great amount of good pioneer work. With the introduction of new ideas and a strengthened service, there is every intention of carrying on the firm from strength to strength.

Booming Sussex

A conference, representative of all boroughs and urban areas in Sussex, convened by the Men of Sussex Association, was held at Brighton on Wednesday last, with the object of starting an advertising campaign "which shall make this beautiful and historic county known throughout the world." Lord Leconfield, Lord Lieutenant of Sussex, presided. Sir William Bull, M.P., said that the first thing needed was a slogan, and one suggestion was "Sussex wants you and you want Sussex." Mr. H. D. Roberts, Brighton, said that the greatest difficulty they were up against was the obtaining of sufficient funds. The men of Sussex were asked to prepare a scheme for submission to a conference to be held later.

Electric Signs Again

At midnight on Wednesday last, Piccadilly once more flashed out its messages to the public. It had been announced in the House previously on the same day that the restrictions on illuminated signs, which have lasted since May 3 as a result of the coal stoppage, had been lifted.



The manufacturers of Dainty Dinah toffee were so pleased with the entries for an advertisement competition organised by the "Yorkshire Evening News" that they used the entries as a whole page advertisement in that paper. The idea has produced four whole pages

## HOW MARKETS ARE ANALYSED IN CANADA Thorough Compilation of Data— A Lesson in Statistics

HE Canadian Business Research Bureau has just produced a thorough and carefully-compiled analysis of city and provincial markets for the Toronto Telegram and Farmer's Advocate. It is called "The Gold Belt Farm Market of Canada covered by the Farmer's Advocate."

A reasoned argument of the Ontario

A reasoned argument of the Ontario farmer's average income is given on the first page. This is followed by a combined map and graph, showing the type of farming carried on in the different districts—mixed wheat fruit ranching etc.

farming carried on in the different districts—mixed, wheat, fruit, ranching, etc. Clear and coloured maps show the purchasing index by counties, based on the total of farm values, farm production, motor vehicles in use and so on. The distribution in counties is shown on another map.

another map.

One of the cleverest features is a couple of pages devoted to the number of farms in each district, together with the value of farm implements in use, the value of the land, and so on. Another page gives the number of sheep, cattle, horses, swine, poultry and milk cows in each district, showing the richness of the farms.

Talks on agricultural conditions in (Continued at foot of next column)

## PUBLICITY FOR THE STOCK EXCHANGE

A Practical Proposal from a Member

THE following interesting letter from a member of the Stock Exchange was published in the Observer on Sunday: The remarks in your financial columns in last week's issue regarding the well-written advertisement on Corporation Stocks deserves the thanks of your readers.

The advertisement is an example to the Stock Exchange, inasmuch as it is, as you rightly say, a form entirely free from the general objections to advertising to which our Committee takes exception. It is therefore to be hoped that all members of the Stock Exchange will give this matter the attention which it merits.

It is undoubtedly the duty of the Stock Exchange not only to protect but also to educate the public on matters financial, and to this end I suggest that the Committee should form a "Stock Exchange official Publicity Bureau."

The duties of this bureau would be to advertise (under the direct aggis of the

The duties of this bureau would be to advertise (under the direct aegis of the committee) in the public Press, and the advertisement to which your remarks refer is not only a very typical example of the matter that should be published, but also the bold type and setting that should be adopted to catch the eye of the reader.

reader.

Articles on "The Stock Exchange—its raison d'etre," "The Stock Exchange and its Relation to the Public," "How to Read a Prospectus," "How to Study a Balance-sheet," "The Meanings of Investment and Speculation," "The Differences of the Various Classes of Securities," etc., etc., are but a few of those of another type which readily suggest themselves.

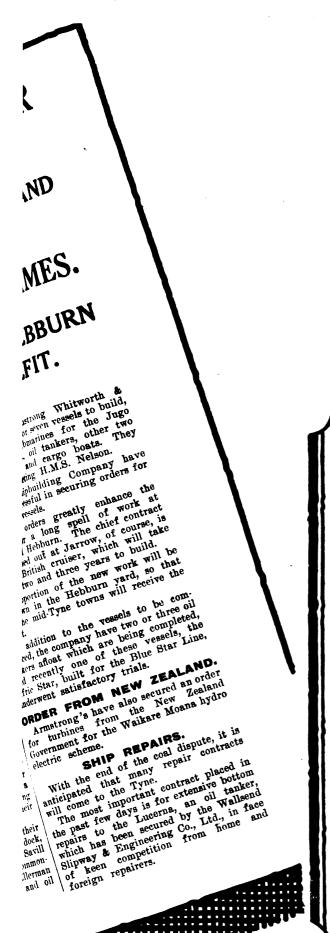
I think few, if any, members would object to the necessary expenditure. Besides being an impetus to business, such a form of official advertising would vastly stimulate the public confidence and tend in no small measure towards the Stock Exchange worthily upholding its proud position of being (with the possible exception of the Bank of England) the leading financial institution of the world.—Yours faithfully,

F. TIDBURY BEER.

(Continued from previous column)
Ontario, women and children on Ontario farms, electricity on Ontario farms, retail outlets in rural Ontario,—these are some of the additional features in this excellent work. The close survey, the tremendous mass of facts and figures that have been compiled, the thoroughness of the search for statistics and information are really extraordinary. The whole of the farming business is reduced to a science.

## Advertise to the Workers in the World's Pictorial News

The Paper that goes out of the beaten track



NCE again the Tyneside is throbbing with activity. The trade revival is in being. Money is plentiful. Advertisers have their opportunity.

The North reads its own papers. These papers are the advertisers' "Open Sesame" to the purses of a prosperous 3 millions.

The "Newcastle Chronicle" group embraces a Morning, an Evening, and a Sunday paper. All three stand high in the esteem of investors.

Cultivate the Trade of the North through the

NORTH MAIL
& Newcastle Daily Chronicle
EVENING CHRONICLE
SUNDAY SUN

Westgate Rd., Newcastle-on-Tyne, & Tallis House, Tallis St., London, E.C.4

# NOTES & NEWS

Newcastle - on - Tyne - Members' Tabloid Talks

Tabloid talks each of 15 minutes duration were given by three members of the Advertising Club of Newcastle-on-Tyne at a meeting held in the County Hotel last week, the president, Mr. Lorne C.

Robson, occupying the chair.
Mr. J. B. Crabbe dealt with "Advertisement Lay-out." He said that the primary object of lay-out was to create an attractive display and to make an advertisement stand out among its fellows. Generally speaking the simple lay-out got home far more successfully than "the Chinese puzzle."

Good lay-out always repaid the effort by the results achieved, and when the principles of lay-out were studied and followed more closely, we should have a

higher standard of advertising display.

Mr. A. J. Platt discussed the "Use of Colour in Advertising." He stressed the important part played by colour in our daily lives. Just as there was harmony in sound there was harmony in colour.

As a rule women preferred bright colours and men subdued colours and that know-

ledge should be applied in advertising.
Discussing posters, Mr. Platt said that seven-eighths of the ideal poster should be printed in one colour and the remainder in contrasting colours. Mr. J. Metcalf Philipson gave a talk on "Process Engraving." graving.

The president mentioned that he and the secretary (Mr. H. Cyril Millican) had been to Birmingham and had been much impressed by the efficiency of the publicity club there. They had received a most cordial welcome.

# Glasgow—Great Wireless Plans for the Future

Mr. G. L. Marshall, M.A., Director of the Glasgow Station of the B.B.C., was the speaker at the weekly lunch last Friday week of the Glasgow Publicity Club, his subject being "Some Aspects of Broadcasting." There was a good attendance of members, with the president, Mr. Alex. McKenzie, in the chair.

Mr. Marshall at the outset emphasised the contrast in broadcasting as carried on in this country and in America. As they knew, politics and all controversial matters were barred in Britain, but across the Atlantic many stations were being utilised solely for the purposes of individuals or groups of individuals for the

boosting of commodities.

The speaker discussed the international or world functions of the wireless. avoid interference as far as possible, the wavelengths of all European stations, as wavelengths of all European stations, as they were no doubt aware, had recently been altered. They wanted people in Britain to listen to European programmes, and they desired that Europeans should listen to British programmes, for one of

#### WHAT'S ON

Publicity Club of London, Hotel Cecil, 7 o'clock, Monday, "Advertising and Religion." Speaker, Dr. Alexander Irvine.

Dublin. — Clery's p.m. Thursday, opping Week," Restaurant. "Christmas Mr. Shopping Findlater. William

I.S.M.A. Manchester.—Midland Hotel, 7 p.m. Wednesday. "Selling Selling," Mr. Wm. G. Fern. Nottingham.—Boot's Cafe, 7.80 p.m. Monday, "Window Display,"

Mr. R. Harman.

Newcastle - on - Tyne. — County Hotel, 7.30 p.m. Tuesday. "The Pulpit and Publicity," The Rev. Herbert Barnes.

Regent .- Grand Hotel, 7 p.m. Wednesday, Annual Dinner.
Women's Advertising Club, Troca-

dero, 7.30 for 8 p.m., Tuesday. "The Truth about the Coal Question," Mr. Frank Hodges.

Glasgow.—The Caldoro, Wednesday, Whist Drive and Dance.
I.S.M.A., London, Old Colony

Club, 6.80 p.m., Tuesday. Joint meeting of Grocery and Druggist Sections, "Are Sampling Schemes Effective?" Mr. James Gray.

the functions of broadcasting was to knit together not only individuals but nations. An important imperial scheme was under contemplation which, if and when carried through, would have the effect of binding together the various parts of the British Empire. Through their high-power station at Daventry, transmissions from Britain would be received at Picton, New Brunswick, and conveyed by means of a land line across Canada to Vancouver. At that point they would be re-transmitted to Fanning Island in the Pacific, from there to Sydney, Australia, thence Bombay, and eventually back to Keston, Kent, via a repeater station at Cyprus. Concluding, Mr. Marshall remarked that obviously a great deal of their work was per se educational. Transmissions of the best music performed by the best artists obtainable, readings from English literature; in fact, cultural and edifying programmes must have an influence in raising the general standard of taste throughout the country.

#### -Prime Minister of Aus-Glasgow-

tralia's Visit
In the course of his visit to Glasgow the Right Hon. S. M. Bruce, the Prime Minister of Australia, visited the members of the City Business Club and of the Glasgow Publicity Club in the Cadora Restaurant, in Friday. Mr. Bruce, who was received with hearty cheering from

the gathering, expressed his pleasure in meeting the members. After speaking of the affection of the Australian people for the Motherland from whom they had all sprung, he said that in Australia they were an intensely loyal and patriotic people. They believed in the great Imperial connection that existed, and it was their desire to go forward and find the destiny that lay before them as one of the great self-governing units of the British Empire standing ever firm for all the principles that the British Empire throughout its history had maintained.

# Birmingham-Overseas and Municipal Advertising

An interesting address was delivered to the members of the Birmingham Publicity Club on Wednesday, November 24, when Mr. Ernest Morison dealt with the subject: "Why Britain is Losing her Dominion Markets." Mr. A. Brook pre-

The lecturer paid special attention to the position in South Africa and East Africa, and he gave it as his experience that if we wanted the trade there (and there was plenty to be done) we must go out and get it. Those who did that were successful; there was nothing stronger

than the personal appeal.

Mr. Morison dealt with the question of catalogues and advertising generally. How often had we been told that we must appeal to people in their own language, and in their own commercial terms: that we must send out travellers who could converse with people in the language of the country, and display some knowledge of their methods of doing business? Germany, France and Italy, Mr. Morison declared, were all doing this: we alone seemed to be content. doing this: we alone seemed to be content with haphazard methods. Men who went out as commercial travellers should receive some training of a type calculated to fit them for their job. He could not help thinking that we had been more than a trifle careless in the way in which we had sought to obtain trade from South Africa and also from other overseas markets.

Mr. Morison also dealt at some length with the question of publicity as applied to the advertising of a city. He expressed the opinion that it was useless for a city to try to advertise itself on a voluntary basis. The only way in which it could advertise itself from the export point of view was by means of a rate. But Municipal Corporations would have to come together and take common action before such a rate became permissible.

He had a practical suggestion to make, and that was that each city should be allowed to expend on advertising itself any sum up to a penny rate. In the case of Birmingham, that would be equivalent to about £25,000 per annum, and something useful could be done for that sum. Then again, he would advocate that they should be able to spend in that

(Continued on page 876)

# SPACE The Mail-Order Medium that pulls-and pulls-and pulls



"THE plain fact," said Captain William Todd, the authority on wines and spirits, to a newspaper representative, "is that the consumption of port has risen from 3,000,000 gallons to 6,500,000 gallons . . . port is now advertised more."

In the next column is a letter written by the same authority to the Advertisement Manager of the "Weekly Dispatch."

It will be observed that in a sellingcampaign for port—an appeal to readers of purchasing power—the "Weekly Dispatch" came out on top.

What is true of the "Weekly Dispatch" as an advertising medium for port is equally true of this great Sunday Newspaper as a medium for ALL goods appealing to a well-to-do nation-wide market. It is easily "best of the batch."

"The Advertisement Manager,
'Weekly Dispatch,'

Carmelite House, E.C. 4.

Dear Sir,

You will, I am sure, be interested to learn that in a recent campaign for Findlater's Ports, the 'Weekly Dispatch' showed better results for the amount expended, than any other paper on the list. In the matter of cost per reply, the 'Weekly Dispatch' was easily first. The fact that our offer of Findlater's Port necessitated the sending of a cheque for £1 ls. with the reply is, in itself, a high tribute to the pulling-power of the 'Weekly Dispatch' and the standing of its readers.

Yours faithfully, FINDLATER, MACKIE, TODD & CO., Ltd., (Signed) Wm. T. Todd."



"Best of the Batch" for RESULTS

NOTES — (contd. from CLUB page 374)

way a further 10 per cent—more if deemed advisable—out of the profits made on the city's various municipal undertakings. In Birmingham, according to the figures available, that would mean another £5,800, so that Birmingham would then have something like £31,000 available for the purpose of publicity. That, at any rate, would effectively solve the problem raised by the Birmingham Publicity Club as to how to find the £50,000 it required for the scheme it brought forward two months ago. An interesting discussion followed.

# Cardiff-Publicity: Its Uses and Abuses

Captain Arthur Evans, M.P. for Cardiff South, addressed last week's meeting of the Cardiff Publicity Club on "Publicity: Its Uses and Abuses." The club's presi-dent (Mr. H. D. Madden) presided, sup-

dent (Mr. H. D. Madden) presided, supported by the Lord Mayor of Cardiff.

Dealing with publicity in politics,
Captain Evans said that without publicity politics would not exist; only intrigue and prejudice would remain.
Publicity, through the light of truth, permeated the body politic.

Turning to the question of publicity.

Turning to the question of publicity in business, the speaker said it ranged from the sphere of unscrupulous promoters to the best tradition and manufactured products of British enterprise. We in Great Britain had always suffered from the malady of self-repression, but the time had now come when we must not only tell the people to buy British goods but to remind them in many ways of the excellent results achieved by so doing. British goods were as superior as they ever were, but with the high cost of production in this country, the competition of other countries, who produced an inferior article, but at a much lower cost, was becoming a very serious menace of a permanent, rather than of a temporary character.

There was, of course, no need for them in Cardiff to advertise the excellence of South Wales coal-that was known all over the world, and it had incidentally had a gratuitous advertisement the world

over for the last six months.

Concluding, Captain Evans expressed the belief that in the future prosperity of the city, which he believed was slowly but surely coming, wholesome, truthful, and far-seeing advertising would be responsible for some measure of their success and wellbeing.

The Lord Mayor moved a vote of thanks to Captain Evans and Mr. R. J. Webber seconded.

### Nottingham-The Woman's Point of View in Advertising

Something of the art and ethics of "shop-window gazing" were told to an interested audience of the Nottingham Publicity Club by Mrs. A. R. Atkey.

One of the most effective and direct methods of advertising was "window-dressing," because women bought more than 50 per cent. of their purchases through "window-dressing."

"When any of us go up to London," said Mrs. Atkey, "we go shop-gazing, and certainly make many purchases from what we see in the windows. Women don't like to look at a dirty shop-window."

Another great way of advertising was by postal delivery. "I don't know whether I am particularly favoured, or particularly cursed, but I get some most attractive circulars from London.

Mrs. Atkey had a word of advice for Nottingham lace manufacturers. urged the branding of lace. She mentioned the name of one brand of Nottingham lace and declared that if that particular kind was advertised Nottingham women would ask for it.

Some of the points which came out in the discussion were :-

Women come out on Mondays, swing a latchkey, look at the shops and mark something to buy on Saturday.

The dearest thing to a woman's heart

is a bargain.

Shop-window dressing is an art practised in the worst manner.

Butchers do not dress their windows well. To look in one does not make one anticipate dinner.

Grocers only dress their windows once a month-bad advertising.

#### Hull-Mr. Angus on Business and Education

Mr. Alfred H. Angus addressed the Hull Advertising Club, on Tuesday of last week, when the President (Mr. J. S. Rhys) presided. Mr. Angus chose as the topic of his address "Business and Education."

If they looked to the highly effective educational systems of Germany and America, and applied certain tests which were dictated by British standards, they would find that these foreign systems were lacking in real essentials. But, even admitting that, and looking the facts in the face, could anybody say that we were getting twenty shillings' worth in the pound from our present educational system?

One of the biggest things which the world of commerce needed to-day was a sense of reliability, and that was one of the things which it was the most direct duty of education to supply. It sometimes made business people shudder when they had regard to the type of boy who was being turned out by the elementary schools to-day.

"Keep your eye on education," said the speaker. There could be no better slogan for the business man. The times demanded that the schools should turn out boys who, in the future, would be capable of handling the nation's affairs.

Above all, he added, the aim of edu-

cation should be to create character and conscience. It would not assist the world if they simply trained people to be clever knaves. At the close of the meeting the speaker was heartily thanked for his address.

#### Dublin-Advertising to Help Irish **Industries**

Mr. Michael O'Dea was the speaker at the meeting of the Publicity Club of (Continued on page 378)



Members of the Associate Section of the Manchester Publicity Club on a visit to the works of Messrs. Entwistle Thorpe





# FOR YOUR CONTINENTAL ADVERTISING

You can't depend on this entirely

Never up-to-date

Never reliable

Never just what you require

But you can on-



Offices at:—Amsterdam, Barcelona, Basel, Belgrade, Budapest, Bucharest, Milan, Prague, Warschaw, Vienna, Zagreb, Zurich, Berlin, Bielefeld, Breslau, Chemnitz, Cologne, Dresden, Dusseldorf, Frankfurt, Hamburg, Karlsruhe, Leipzig, Magdeburg, Mannheim, Munich, Nuremberg, Stuttgart, and Weimar.

Telephone: Regent 3113.

RUDOLF MOSSE LTD 125-130, Strand, ADVERTISING, Yondon. W.C.2

# The SATURDAY REVIEW

' (Established 1855).

# An announcement of importance to advertisers.

Starting on December 11. the Literary side of the SATURDAY REVIEW will be permanently enlarged. The space devoted to books and writers will be doubled. All the usual features will be retained.

Several new features will be added. These will include a regular column under the title of "The Connoisseur," dealing with Furniture, Prints, Old Books, and other subjects of interest to the collector; a weekly Causerie on entirely new lines; and Notes on Forthcoming Books.

The Special Christmas Number, with coloured cover, is published to-day, and among the contributors are Thomas Hardy, O.M., A. A. Milne, D. B. Wyndham-Lewis, Edward Shanks and many others.

The SATURDAY REVIEW appeals to the intelligent buying public, and advertisers in its invariably columns obtain excellent results.

Write for rate card and specimen copy to:-

- E. WALTERS PAGE. Advertisement Manager,
- 9, King Street, Covent Garden, W.C.2.

Phones: Gerr. 3157/8 and 8897.

<u> Particicicicicicicicicicică</u>

# CLUB NOTES AND NEWS-Contd. from p. 376

Dublin on Thursday of last week, and after tracing the rise and fall of Irish industry for the past five hundred years he said that agriculture was at the present time Ireland's only really trustworthy industry, but, he continued, hundreds of small industries should spring up as soon as power from the Shannon was available, and they should be ready for the change.

and they should be ready for the change.

He did not approve of large corporation industries; they had a habit of breaking down and hurting a multitude of people. Small, personally-managed industries were preferable.

"Taking advantage of tariffs some makers are producing inferior goods under unfair conditions, which are giving a bad name to Irish products," he declared.

The remedy for this would be collective advertising of their trade - marks by reputable Irish firms.

In the course of the discussion which

In the course of the discussion which followed, Mr. F. N. Summerfield asserted that while he was living on the other side, he knew and read more about Irish manufacturers than he could see at home. 'Our manufacturers should take their courage in their hands and let the world know what they make," he said. "Advertising is not an expense—it is

the most economical feature of a progressive business, if rightly handled."

Mr. Gillespie urged that where there was competition between London and Dublin preference should be given to Dublin. The only way to get away from shoddy goods was for manufacturers who were not ashamed of their goods to brand them them.

Mr. B. O'Kennedy, advocating collective advertising by small traders, said the woollen mills had adopted the policy with success. He complained that one of the greatest obstacles to the development of industries was the inefficiency of the majority of manufacturers.

#### Leeds-Strong Speakers on a Variety of Subjects

The following is a list of speakers who are to talk to the members of the Publicity Club of Leeds during the coming months: Dec. 17.—Mr. Ernest Morison, Hull, Why Britain is Losing its Dominion

Jan. 14.—Annual dinner. Jan. 28.—Mr. J. M. Hogge, "Scots' Humour by a Scotsman."

Markets.'

Feb. 11.—Mr. W. M. Teasdale, "Urge User.

Feb. 25.—Mr. Horace Imber, "Vigilance in Advertising."

March 11.—Mr. Gerald France, subject

March 25.—Mr. W. A. Robertson, Ethics in Advertising."

April 8.—Dr. G. H. Austin, B.A., Ph.D., subject later.
April 29.—Mr. Sydney Walton, C.B.E., M.A., "Higher Ethics of Publicity."
May 13.—Mr. T. W. Dockett Smith, "Community Advertising."

# Publicity Club of London-Public Speaking Section Successes

The Public Speaking Section of the Publicity Club of London is sweeping on towards its grand climax—the Cup Night on December 14. The last two meetings have been particularly successful, and Mr. Alfred Robinson is able to report a very decided improvement in a great many of its members.

The meeting on November 16 took the form of a competition evening. member had to speak on a given subject for two minutes, without actually mentioning the title of the subject. A jury composed of three members of the section

judged the speeches and awarded marks under various headings, a prize being given for the best speech. In addition, each member had a list of the subjects being dealt with, and had to make a note of each speaker's name against the subject they were speaking on. Prizes were then awarded for the speaker whose subject had been guessed by the greatest number of people, and for the listener who had placed the greatest number of speakers correctly. The evening proved a most exciting one, and the prizes were awarded as follows. Prize by the jury to Mr. E. Borland Green; for the most lucid speech to Mr. Gemmel-Smith, and for the best listener to Miss J. Kitching. The prizes, which took the form of books, were kindly presented by Mr. Fred. Harding, Mr. Morgan and Mrs. Comerford.

Last Tuesday under the chairmanship of Mr. Milne the meeting assumed a genuine of the diagram and mrs.

members proposed and responded to some two dozen toasts in delightfully humorous two-minute speeches. humorous two-minute speeches. Everyone was, as Mr. Robinson expressed it,
"taken off their guard," and entirely
unaided by good food or good wine produced a perfect gale of merriment such as
many a public dinner fails to evoke.

### Oxford—New Year's Programme

The last meeting of the Publicity Club of Oxford this year, on December 14, promises to be an interesting one, and takes the form of a Ladies' night, when

papers will be read by four lady members.

The excellent programme which has been arranged for the New Year is:

Tuesday, January 4.—Mr. Hopton Hadley of the Speakers' Bureau on "How to use your local Press to increase your business."

Tuesday, January 18.—Bertram Evans

on "Printer Aids to Advertising."

Tuesday, February 1.—Miss Ella P. Thompson, of the Speakers' Bureau, on "Advertising and Selling from the Woman's Point of View."

15.—Debate: Tuesday, February "That Display is merely a section of Publicity.

Fublicity."

For the motion: J. P. Ritchie, of Birmingham. Against: Mr. Horton, of Display Association.

Tuesday, March 1.—Outdoor Publicity.

Address by Mr. P. Baltrop and discussion.

Tuesday, March 15.—" Art in Advertising," by Mr. D. A. Donaldson.

Tuesday, March 29.—Dinner.

# Interesting Dinner Party at the Fleet Street Club

The younger generation in advertising met at a dinner party given by Mr. Dudley S. G. Coram at the Fleet Street and Advertising Club on November 17.

vertising Club on November 17.
All the guests were sons of men engaged in advertising. They were:
M2ssrs. H. Thornberry, E. A. Nind, T. McAusland, D. Barney, Gill Goodale, Pat Goodale, G. Lindley Sparkes, E. A. Williams, M. Fitzgerald, Stuart Mander, Len Turner, Sydney E. Harris, and the host, Dudley S. G. Coram.
Mr. Coram's invitation to his friends asked them "to meet my father." Mr. Sidney Coram was the only representative

Sidney Coram was the only representative

of the elder generation at the dinner.

This, by the way, was the first private party organised at the Club premises, and all the guests were delighted with the arrangements.

A wittily worded menu, drawn up by Mr. Alexander, of Nash and Alexander, added to the merriment of the evening.

BROCKHURST STUDIOS Ltd., 162, Soho Square, London, Wr



# DORIS PAILTHORPE

Continuing these rather personal references to famous BROCKHURST specialists, we may as well tell you that Miss Pailthorpe is the one British artist who can eat spaghetti with confidence and daintiness. Spaghetti is traditional artists' fare, but we doubt if there will ever be another exponent so expert at handling it. Frequent holidays in Italy—which she loves—taught her the knack! These are very intimate details, but Doris won't mind, because her sense of humour is as delightful as her Art.

And how delightful her Art is! Fantastic and historical subjects, beautifully conceived and quaintly drawn, are her strong points—while for decorative treatments she is unequalled. Her corner is a busy one—no wonder Italian holidays seem so far off nowadays.



As Miss Pailthorpe sees herself.

Note how the whole gamut of Commercial Art is developing before your eyes in these advertisements. There is a BROCKHURST specialist for everything. You may safely entrust your problems to this, one the largest Independent Commercial Studios in Europe. May we tell you more seriously about our service? Just make an appointment with

Gerrard 5881

# Get your catalogue in shape for 1927

WHATEVER else may happen, there will be no coal strike next year. If your interests have been affected in any way THIS year, make sure of NEXT. Plan ahead. Get your catalogue and printed matter into shape. Economise if you like we will show you howbut GET READY—DO SOMETHING to make up for what this year has lost.

Suggestions, information and rough sketches are at your disposal. will write up your matter and arrange the whole thing for your inspection and approval.

Write for fuller particulars.

# PERCY

BROTHERS.

LTD.,
THE HOTSPUR PRESS, Whitworth St. West, MANCHESTER

Telephone: Central 6894/5.
Telegrams: "Hotspur, Manchester."

London Office: 170, Fleet Street, E.C.4

Telephone: Central 7641. Telegrams: "Jonagont, Fleet, London."

# Origin of Community Advertising

Blackpool and Isle of Man as Pioneers-Rate of 2d.

DDRESSING the members of the A Colwyn Bay Advertising Association at their annual dinner last Tuesday, Mr. Ernest Morison, managing director of Morison's Advertising Agency (Hull), Ltd., speaking on "Community Advertising," traced the origin of the advertising of resorts.

"Blackpool," he said, "must be

credited with the first pioneering work, because so long ago as 1897 they commenced to use small posters and continued more or less actively, purely on voluntary subscriptions, be it said, until 1899, when they obtained Parliamentary permission to levy a rate of twopence in the pound on

their rateable value.
"Blackpool has never looked back, and is the only place in the kingdom which enjoys an advertising rate, and particularly one of two pence in the pound. It is not governed at all, as you are, by the Health Resorts and Watering Places Act, 1921, and their twopenny rate—the highest anywhere and never likely to be equalled-makes them independent of any other sources of revenue.

"But there is another outstanding example we must not overlook—the Isle of Man. Their advertising career commenced even before Blackpool-in 1894 to be exact-but as the conditions prevailing are so unusual in this quaint little island, I award first place to Blackpool.

"The Isle of Man is, as you are no doubt aware, a veritable kingdom to itself. Their advertising department derives its funds from insular revenue, by vote in Tynwald. A 1d. rate is also levied on all real estate in the island, under the Advertising Rate Act, 1917. This brings in £800 per annum, and an equal contribution is made out of Government funds. In addition to this, of course, the advertising board applies to Tynwald for a further grant to meet current expenses.

" It was not until about 1911 that any really serious effort was made to place on the Statutes the Act which you in Colwyn Bay now work under, the Health Resorts and Watering Places Act, 1921."

# GIVING TRADERS CONFIDENCE—(continued from page 859)

the new chocolate was announced in connection with the half-price offer is 15,000,000.

The first result of the launching rather staggered the factory. In less than twenty-four hours, the time during which the coupon was valid, the dealers throughout the country were cleared of stocks totalling 24,000,000 bars and packets. Dealers were not restricted in stocking to sixpenny packets, and many of them no doubt sold six penny or three twopenny bars in exchange for threepence and the coupon. The result is noteworthy, for a quantity sufficient for half the population of the kingdom was sold in one trading day.

The factory promptly began to work overtime to replenish stocks. And this at a time when industrial conditions generally have gravely affected by far the greater percentage of the factories of the country, and when many are glad to be able to run with some short time.

The advertising and marketing of the new chocolate were carefully planned out. The window bills which were sent out to the trade with the broadsheet were reproductions, with the addition of a second colour, of the half-page Press advertisements, while an attractive 16-sheet poster by the Dorland Agency's world-famous poster artist Sepo figures prominently on the hoardings throughout the country. The dealers were offered their full profit out of the half-price offer and they were given ample time in which to consider the scheme and to send in their orders.

The success which attended the launching of the new line is one more proof of the wisdom of careful planning before the start of an advertising campaign. It is one more proof that time spent on the detail work of co-ordination is money invested.

# Living Advertisements

Papworth Tuberculosis Industrial Colony recently staged a striking and altruistic advertising show. Requiring money for the welfare fund, they kept troth with their own tradition—" What we want we'll earn." The result was a well-organised evening bazaar on Wool-worth lines, "Nothing over Sixpence." Numerous side-shows and entertainments were run, the piece de resistance being "living advertisements."

Twenty-four familiar pictures from the advertising matter of well-known firms were shown in tableau style. So cleverly and faithfully were the subjects copied that in very few cases was there any delay in naming both commodity and the house making it. Most of the "pic-

tures" met with immediate and delighted recognition from the audience of more than four hundred to whom they were presented.

The firms whose advertisements were staged—several of whom helped by loaning costumes and materials--were Amami, Antipon, Bear Brand Hose, Brown's Barley Kernels, Californian Syrup of Figs, Chivers' Jellies, Ciro Pearls, Clarnico Lily Caramels, Dorcas Cambric, Edwards' Desiccated Soups, Glaxo, Irish Cream Toffee, Kodak, Kruschen Salts, Lazenby's Chef Soups, Luvisca, Mackin-tosh's Toffee, Milton, New-pin Soap, Symington's Soup, Tiz, Twink, Weldon's Eashions Wolsey, Ltd., Younger's Scotch



To get the maximum returns from their programme of advertising in the daily picture paper with the largest sale, the keenest advertisers supplement their frequent smaller space insertions with a judicious use of full pages.

The handy-sized *Daily Mirror* full page has all the force, all the selling power and all the prestige of a much more costly space in other national newspapers. Its effect on the members of the pick of British homes is immediate, and marked in trade channels by a corresponding movement that advertisers frequently find verges on the overwhelming.

Such is the power of the full page—a power that the *Daily Mirror* places economically at the service of those who need it to market new lines or stimulate the sales of old.

# DAILY MIRROR Pages potent with the British Public

Write for fill details:

GILBERT A. GODLEY, Advertisement Manager, Bouverie Street, London, E.C.4.

Telegrams: Mirror, Fleet, London.

Telephone: 3440

# **ADVERTISE**

IN

.. THE ..

# HERALD

THE PAPER THAT STANDS IN A CLASS ALONE.



CIRCULATION - 250,000



7,500 Cash Orders were received from two Small Advertisements costing £13 10s.

> Convince yourself of the great pulling powers of its Advertising columns by taking space now.



SPECIMEN COPY and RATE CARD sent on application to Advertisement Manager-

"CHRISTIAN HERALD," 6. Tudor Street, London, E.C.4.

Phone: GITY 6531.

# Twelve Points for the Next Twenty Years

Loose Ends that Must be Tied Up to Prevent Waste

HESE are a few of the sources of greater economy and efficiency in selling and advertising; a few of the loose ends which will be tied up in the next twenty years, if the same progress is attained in these channels as the progress double decade found in as the previous double decade found in production methods, says Mr. Walter Mann in Advertising and Selling. They deserve as much attention as is ordinarily paid to the mechanics of media, lay-out and copy, with which they are irrevocably linked.

1. The securing of the proper facts on which to base decisions before, rather than after, the appropriation is spent.

2. The practical inclusion of these facts in a perfectly synchronised sales plan and story, on which the entire advertising message is based. A plan which operates just as smoothly when it reaches the point of ultimate sale as it does when it leaves the copy and

plan department.
3. The proper capitalisation of reproductions of or references to one product in the advertising of others. Such, for instance, as the appearance of a Timken Axle in a piece of motorcar copy.

4. Some well-defined dealer plan, arrangement or understanding which will assure the fairly regular appearance of trade mark or story over the dealer's or jobber's signature in their own advertising.

5. Properly planned and adequately manned methods of getting regular use of dealers' windows; even if they have to be paid for, as in the chain store

to-day. This will eventually be the case in all better-grade stores.

6. A selling plan changed quarterly; sales innovations which not only have news value to the consumer, but also to the jobber and dealer.

7. A selling and merchandising story that involves practically no thinking or selling initiative on the part of dealer or jobber. It is futile to expect them to take too great a part in the activity,

unless, of course, they can see a greater than average reward in the line.

8. Some form of key on every ad-vertisement or direct mail piece if for no other purpose than to check up on the type of appeal that goes best at certain times of the year.

9. Some form of secondary tie-up or follow-through mailing for every national or newspaper advertisement that appears. Expensive as much of such follow-up material is, it is no more so than a magazine or newspaper message, seen once and forgotten.

10. The legitimate use of that muchmaligned and much-abused force known as publicity. There is and always will as publicity. There is and always will be a real place for properly planned publicity, a rare variety which benefits both publisher and advertiser.

11. An intensive study of the size of advertisement that will best portray the product and proposition.

12. The proper balance between reader coverage of the market, and frequency of the appearance of the copy. Studies are now being made on this aspect which will result in surprising increases in

advertising efficiency.

# Australian Publicity Results

Retailers Testify to its Efficiency-Increases of from 25 to 75 per Cent. in Sales

successful OLLOWING on the distribution of window-display cards and backings for Australian ingredients for Christmas cakes and puddings, Mr. A. E. Hyland, director of Australian Trade Publicity, has received from 2,000 grocers requests for a second series for the display of Australian butter.

First reports from all over the country indicate a considerable increase in trade in Australian dried fruits. The displays appear to have been a great attraction, not only in the country and village districts, but also in the large towns. Nearly all the traders have been enthusiastic in their support of the campaign.

Suburban grocers state that their campaign on behalf of Au tralian fruit has had the effect of securing fresh customers. Traders in Chichester and Salisbury state that so well have their efforts succeeded in pushing the fruit that, in future, they will not stock Continental produce. One Hull grocer reports that his sales are already 100 per cent. over last year's.

Increases of from 25 to 75 per cent. in sales are freely reported from all over the country, and in some cases there is an even bigger turnover. A writer from Hexham says the window display, backed by personal propaganda, has resulted in his selling four times the quantity of fruit that he did last year.

# Lettering

OW that hand lettering is used so widely in the evolution of advertisements and showcards, Mr. Maxwell L. Heller's new book\* will have an appreciative audience. It might be called the A.B.C. of hand lettering, for the author takes no previous knowledge for granted. Processes are carefully analysed and every movement of the pen and brush set forth clearly and explicitly

Mr. Heller has been a teacher of showcard writing and lettering for twenty years and he knows the value of "learning by doing." He gives exact directions of what to do and how to do it. There are twelve chapters, dealing with styles of lettering, spacing of letters, pen lettering, modern lettering, colour, the showcard appeal, posters and so on. It is a comprehensive book that should prove as useful to the lay-out man as it will undoubtedly be to the advertisement artist.

\* New Standard Letterer and Showcard Writer. By Maxwell L. Heller, M.A., LL.B. The Library Press, Ltd. 16s. net.

# Great Britain The Continent The World

You send your advertising message to every place on the globe where there are people to read it, when you advertise in The Christian Science Monitor. Circulation in Great Britain, 7,123; on the Continent, 1,417; other circulation outside the United States, 6,411. Total Circulation 107,697. And this International Daily Newspaper goes to a particularly worth-while group of readers who are appreciative of its clean, constructive news and editorials, and responsive to its advertisements.

# The Christian Science Monitor

AN INTERNATIONAL DAILY NEWSPAPER PUBLISHING SELECTED ADVERTISING

# European Advertising Offices

LONDON: 2, Adelphi Terrace

Paris: 56, Rue du Faubourg Saint-Honoré

FLORENCE: 11, Via Magenta

Published at 107, Falmouth Street, Boston, Massachusetts, U.S.A.

# London's Leading Offset rinters

Ask Popper to Pop in

Phone: ROYAL 5924-5

Wm. POPPER and CO., LTD. 128-9, GT. SUFFOLK ST. LONDON, S.E.1

# **MORISON** HOARDINGS/

The most Dominant positions in a busy Industrial Area.

Write for information to

**MORISON'S** 

ADVERTISING AGENCY(HULL)LTP **BILLPOSTING DEPT.** 

> ALBIONST., HULL



# Publication Notes and News

New London Office

The London office of the Lincolnshire Boston, and Spalding Free Press, is now at 151, Fleet Street, E.C. 4.

### Solicitors' "Special"

The autumn issue of the Solicitors' Journal carries some 30 pages of advertising and is an excellent issue in every

#### Irish Christmas Number

The Christmas number of the Irish Weekly Independent contains 48 pages and cover. It has a specially-designed cover in colour and the advertisement section has been wonderfully well supported.

# An Advertising Century

The Connoisseur Christmas-December issue carries exactly 100 pages of advertising from dealers in antiques and objets d'art. The whole issue contains 172 pages, and the production is up to the usually high standard of this famous journal.

#### The Ammunition Calendar

The first of next year's calendars to reach us comes from Nobel Industries, Ltd. It is being issued to the sporting ammunition trade. Twelve perforated sheets are bound at the corners, and on each one appears a picture of a bird, beast or fowl, by a well-known artist.

#### Gaining Efficiency

Among the leading convents in the December issue of the Efficiency Magazine are articles on "If You Owned the Mines," "What a Banker can Do for You," "How to Sell Yourself," "How to Handle Correspondence," and "Always Mention Quality Before Price."

# Eighteen Columns

The Weekly Record has beaten its own record. This paper, read by hosts of women north of the Tweed, recently carried eighteen column of advertising, the majority appealing to women. A very clever folder has been issued telling this fact to the world-and to advertisers in particular.

# On Colour Blocks

A splendid booklet has been produced by Knighton and Cutts, Ltd., dealing with the matter of colour blocks. Inside the cover (every letter of which is of a different colour) are tipped on five on five examples of fine colour work. Pictures reproduced from monochrome copies, the colours being introduced by K. and C., are particularly interesting. In a corner of the folder is tipped on an envelope which contains exquisite examples of colour art work.

# "New Leader?" Book

The New Leader Book, just published (at 2s. 6d. net.) from the offices of the (at 2s. 6d. net.) from the offices of the New Leader, provides food fit for an artistic and literary epicure. It is a collection of stories and poems from the New Leader, together with twelve woodcuts and drawings in a portfolio at the front of the book. The paper on which it is produced could not have been better chosen, and altogether it is a little gem chosen, and altogether it is a little gem of the publisher's and printer's art.

### **Books for Christmas**

On Saturday the Nottingham Guardian ran a page on "Books for Christmas," carrying four columns of publishers' advertisements.

# Good Copywriting

One of the most convincing pieces of newspaper propaganda comes from the Sunday Mail. It is a lesson in the statement of plain fact in a concise manner, easy to read, sincere in feeling, with a faint suggestion of humour.

# Christmas and Home Number

The Leicester Advertiser included in last Friday's issue the first Christmas and Home Number as a supplement. This feature contains a large amount of local and national advertising and will be continued for another three weeks.

# Christmas "Coming Fashions"

An advance copy of Coming Fashions
Christmas number shows some 43 pages
of advertising, many in three and four
colour. The whole issue is splendidly
produced, and the pages of fashions and
home hints are effectively presented. A
Christmas number that will be welcomed by women.

# Messrs. Tone and Power

The story of the birth and progress of those two Osram valve mascots, Mr. Tone and Mr. Power, is told in a 16-page booklet just issued from Magnet House. This booklet has been issued to the wireless trade to show how the interest of the public has been attracted by the introduction of Messrs. Tone and Power.

# The "Radio Mail"

House organs have been lifted out of the rut of mediocrity. The most recent, perhaps, is the *Radio Mail*, produced for the Cossor valve firm by Gilbert Advertising, Ltd. It is a first-rate publication, issued monthly, and the lay-out and typography show that the most careful and expert attention has been devoted to its preparation month by month.

# Karter Fur Copy

The idea and copy for the Karter Fur advertisement recently reproduced were the work of Mr. Ranald Small.

# High Peak Colours

A paper sample book issued by the Grove Mill Paper Co., Ltd., was produced in novel form. To illustrate the title of the booklet—"High Peak Colours" the various coloured papers are cut in the form of mountain peaks, against a back-ground of stars. The appearance is extraordinarily effective.

# Carnival Number

Recently the Fulham Gazette published a special 12-page carnival number. It contained over fifty columns of advertising. It was run in connection with the Mayor's carnival in aid of charities.

# New Motorists' Handbook

The recently-formed Owner Drivers' Club is now embarking on a further scheme. In conjunction with Wood-chester Publications, Ltd., a series of Official Motor Touring Handbooks is being prepared.

# The Advertiser's Gazette

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

VOLUNTARY LIQUIDATION

[NOTE.—Voluntary liquidations may, in some instances, refer to companies in course of reconstruction.]

Pursuant to Section 188 of the Companies (Consolidation) Act, 1908, a meeting of the creditors of Scheff Publicity Organizations, Ltd. (Astor House, Aldwych, W.C.) was held on November 24 at Anderton's Hotel, Fleet Street, E.C., when there was a large attendance presided over by Mr. Parkin S. Booth, certified accountant, of Kimberley House, Holborn Viaduct, E.C., the provisional liquidator.

The chairman said the statement of affairs disclosed total liabilities £8,359, and the assets consisted of cash in hand £2 2s. 5d., and book debts £3,802 17s., estimated to realise £3,651 17s. After allowing for a preferential claim there was a deficiency of £4,655. The directors of the company were originally Mr. Scheff, Mr. Elliott and Mr. Milner, but Mr. Milner retired two years ago. The only director who had drawn anything for remuneration was Mr. Scheff, who was authorised to receive £1,000 per annum, which he had drawn.

In 1923 the company entered into an agreement for the purpose of publishing a monthly magazine known as British Fur Trade. The company agreed to provide £250, and a Mr. Rosenberg agreed to provide £250, the total sum to be placed in a separate bank account. The company was to receive two-thirds of the

profits and Mr. Rosenberg the remaining one-third. The gross profit from this source was £1,193, or a net profit of £962. In September, 1925, the company entered into an agreement to sell its interest in the British Fur Trade for £1,750, and the purchasers took over as and from the October issue of the publication.

During 1923 the managing director, Mr. Scheff, suffered from ill-health, and in July, 1924, had an operation; in that period he was away from business, and he considered that if his health had been good, the company would have been able to progress.

In 1923 the company secured good business from two wireless trade publications, but owing to Mr. Scheff's illness, the contracts were subsequently lost by the

Mr. Scheff had made a statement which he wished to be read to the meeting. In that Mr. Scheff said his difficulties began when he agreed to invest £1,000 in a printing business, the whole of which sum was ultimately lost. After his illness he found nothing but chaos everywhere in his business, and creditors were pressing. His wife's illness and subsequent death had added considerably to his financial difficulties, and the coal strike had seriously affected the business. To ease the position it was decided to sell the British Fur Trade. He subsequently endeavoured to amalgamate the publicity business with another concern, but the negotiations broke down. He attributed

the unfortunate position entirely to insufficient capital, and the state of trade; also to his own and his wife's illness and her subsequent death. Mr. Booth added that the trading results were as follows: year ended March 31, 1923, loss £1,301; 1924 loss £941; 18 months to September, 1925, apparent loss £1,990; six months to March, 1926, profit £230; and at September, 1926, loss £2,342.

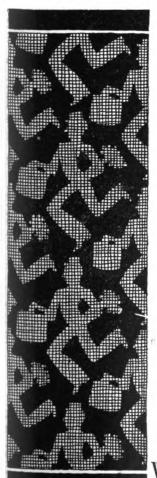
A representative of a creditor remarked that the British Fur Trade was apparently paying its way and the profits were fair. Within three months of the liquidation the publication was sold, and the object of the transaction was that £1,000 should be applied in reduction of a bank overdraft which had been guaranteed either by the directors or their friends. He thought a transaction of that description was capable of being set aside. The transaction was of no benefit to the company, but merely left the unsecured creditors short of £1,000. He thought the matter required the closest investigation by a liquidator who should be appointed by the creditors.

Eventually the meeting confirmed the appointment of Mr. Parkin S. Booth as liquidator, assisted by a committee of three creditors.

Mr. A. G. White, C.A., intimated that one of his clients was prepared to petition the Court for compulsory liquidation.

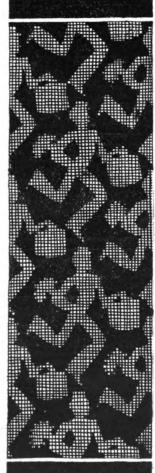
MEETINGS TO HEAR
LIQUIDATOR'S REPORTS
The Glossop Dale Chronicle Printing and Publishing Co., Ltd.—General meeting of members of company at 6, Howard Chambers, Glossop, December 20, at 3 p.m.

(Continued on next page)



# If your goods are for WOMEN your advertising is for WELDON'S famous fashion Journals

Weldons I'd 30.32 Southampton St. Strand, London, WC2



# The Shields Daily Gazette"

(Established 1855)

covers a territory with population of

# 195,000

in which are

- 367 Grocers;
- 48 Men's Outfitters;
- 72 Tobacconists;
- 139 Drapers;
- 52 Chemists;
- 84 Boot and Shoe Dealers.

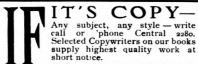
INDUSTRIES: Coal, Shipping, Shipbuilding, Engineering, Iron Foundries, Chemicals.

Write for full particulars:

Advertisement Manager. The Northern Press Limited. Barrington Street, SOUTH SHIELDS.

LONDON: H. Smale, 185, Fleet St., E.C.4

MR. E. PAULET GOLLOP, Ad-Rhyme and Slogan Expert, Copywriter, etc., has decided to enter a Frame—but this is not a 'Frame up'—but maybe a 'Fame up.' Live Firms have put me here. It paid them to pay me to pay "The Advertiser's Weekly" for this valuable space Write now—right now.—55, Broadhurst Garoens, Finchley Road, London, N.W. Telephone: Hampstead 2804. Call me and I'll call on you.



CITY PUBLICITY SERVICE Ltd., Copywriters' Agency Dept., 11, Ludgate Hill, London, E.C.4.

# Where to Buy Print

# WE PRINT IN MILLIONS

Catalogue Printing by latest methods. Modern
Type Faces. Despatch a speciality.

HUMPHREYS & Co., 74, White Horse St.,
:: :: Commercial Road, E.1. :: :: 'Phone: East 1298.

CHEAPEST PRINTERS IN THE WORLD

# ADVERTISER'S GAZETTE (Cont.)

Keighley Herald Printing and Publishing Co., Ltd. (in voluntary liquida-General meeting of members at offices of Waterworth and Laycock, 6, Cooke Street, Keighley, December 23, at 4 p.m.

# COMPANIES ACTS WINDING-UP ORDERS

Dranes, Ltd., 82A, Farringdon Street, E.C. (00450 of 1926). Order dated, November 23, 1926. Fairservice Circular and Prospect-

us Issuing Co., Ltd., 190, Bishopsgate, E.C. (00414 of 1926). Order dated November 23, 1926.

# PARTNERSHIP DISSOLVED

Fleet Press Service (G. R. Denny, B. B. Denny and E. H. B. Carlile), Press delivery agents, 10 and 11, Fetter Lane, E.C.4. Mutual dissolution, November 1. Debts by E. H. B. Carlile who continues the business.

# NEW COMPANIES

[Compiled for the ADVERTISER'S WEEKLY by the Information Bureau, Ltd., 140, Strand, W.C. 2.]

T. B. Lawrence (Press Advertising), Ltd. (217,694). - Private company. Registered November 22. Capital £7,500 n £1 shares. To adopt an agreement with T. B. Lawrence, Ltd., to carry on, develop and turn to account the business of Press advertisers and advisers of advertisers carried on by the above-mentioned firm. The subscribers are: T. B. Lawrence, Mrs. L. O. S. Lawrence. T. B. Lawrence is permanent governing director. Solicitor: W. J. A. Drake, 40, Chancery Lane, W.C.2.

South Coast Pictorials, (217,810).—Private company. Registered November 27. Capital, £3,000 in £1 shares (1,000 ordinary and 2,000 8 per cent. cumulative preference). Objects: To acquire the business of a newspaper printer and publisher carried on by B. H. King at 6, Queen's Avenue, Hastings, as the Hastings and St. Leonards Pictorial The permanent directors are: B. H. King, E. H. Jarrett,

"Dublin Opinion," Ltd. (562). Private company. Registered in Dublin, November 22. Capital, £500 in £1 shares Objects: To carry on business of printers and publishers of newspapers, journals, magazines, books, etc.

Hippodrome Sports Press, Ltd. (217,704).—Private company. Registered November 23. Capital, £300 in £1 shares. Objects: To carry on the business of printers, publishers, advertising agents, etc. The first directors are: F. J. Solomon, Mrs. L. M. Solomon. Registered office: 179, Bradford Street, Camp Hill, Birmingham.

# "ADVERTISING" OR "PUBLICITY"—(Contd. from p. 357)

commercial advertising. among big old-fashioned firms and even the Government there is now less hesitation in using the word "advertising" in the sense accepted by those engaged in the business, there are still very many people connected with, for example, municipalities and public bodies, who if they were asked to recognise advertising as a legitimate process to be used in the development of a city, estate or industry, would associate the word with something not quite creditable to the interests they represent. In such a case "publicity" is the term such people fall back upon, for it is less likely to have an unpleasant savour in the nostrils of potential critics.

For some time therefore both terms are likely to remain in use, and "publicity" will only give way to "advertising" when the process is universally accepted as a provident, trustworthy and wholly creditable function in modern business. To-day there can be no question that in the ears and eyes of some, "publicity" has a nicer sound and a more genteel appearance than poor old much-abused and often misunderstood "advertising." It is in fact the latter which is among professional men anathema and the forbidden thing. While they

may achieve publicity almost by any means, they must never have anything to do with that thing which is taboo. So long as we have doctors who will say, as one did to the writer recently, that a certain article was good "al-though it was advertised," men and women in the business have still much to do to win public confidence. In time, no doubt, such prejudice as exists will diminish. It is up to those engaged in it to hasten such time; then when advertising has changed its garish cloak for the becoming habit of gentility, perhaps we shall no longer boggle over giving it its proper name. But as long as it tries to assume the mantle of respectability before it is good and pure within, it will still be forced on occasion to disown its proper name and mince before us as: "Mistress Publicity, if you please, and really quite nice to know.

Three Coming Events
The Aldwych Club has three important functions in the next few weeks. The first of them is the dinner to Mr. Wareham Smith on December 16, which will be held at the Club. The second is the Children's Revel on New Year's Day, at the Wharncliffe Rooms, Hotel Great Central, and the third is the Annual Carnival in the middle of January,

# knows

Gibbons Limited Advertising Agents
Cable Address "GIBJAY" TORONTO

Toronto, Montreal, Winnipeg le—ABC Fifth Edition

# CURRENT ADVERTISING

Notes of New Business Going Out; New Advertising now Appearing in the Press and on the Hoardings

C. F. Higham, Ltd., have been booking space in the illustrated weeklies for Stewart's Chocolates, and increased in the dailies for Vitmar.

London Press Exchange, Ltd., are handling a Christmas advertising appro-

priation for Kodak.

E. W. Barney, Ltd., have increased in the newspapers for Stone's Ginger Wine. T. C. Bench, Ltd., have in hand the advertising of the Save the Children's

Fund Ballot.

Day's Agency is renewing for Morris's Blend Cigarettes.

A. J. Wilson and Co., Ltd., have been giving out for Amplion Radio Valves

Wilfred Scriven, Ltd., are handling business for Britannic Watch, and have new advertising in hand for Compo.

menced advertising the Aladdin Four-Colour Pencil.

Field's Service, Ltd., are giving out for Esmolin Embrocation.

Osborne-Peacock Co., Ltd., have Christmas advertising in hand for Bing Toys and Kliptiko, and have again been placing for Dri-ped and in the North for Rob

Roy Oats.
G. Street and Co., Ltd. (Gracechurch Street), have been booking space for Lott's Toy Bricks.

J. Varney and Co. (Manchester) have increased space for Dr. Cassell's Tablets, and Germolene, and have been placing for Veno Lightning Cough Cure.

Cross-Courtenay, Ltd., are handling the new Ediswan R. C. Threesome Wireless Set. Spottiswoode, Dixon & Hunting, Ltd., are handling provincial scheme for Andre

et Cie, Birmingham, and Marmet Prams. Regent Service, Ltd., have been booking pace for the B. P. Heater and Royal Standard Lamp Oil.

Brockie, Haslam and Co. have business in hand for the Glow Worm Heater. G. H. Milln (Glasgow) has been placing

for Rankins' Ointment. Erwin, Wasey and Co., Ltd., have given out a new line named Hind's Toilet Cream and been booking space for Ford Trucks.

A. H. Grantham and Co. (Reading) are handling an appropriation for Dr. Machanding Small.

kenzie's Smelling Bottle.
S. H. Benson, Ltd., have renewed for Hutton's, of Larne, and been giving out for H. Samuel and Saqui and Lawrence.

John Haddon and Co. are placing business for George Lunn's Winter Tour and Lucas' Magneto.

Curis Agency, Ltd., have increased advertising for Vocalion Records.

Morison's Agency, Ltd. (Hull), are handling business for Needler's Chocolate. Greenly's, Ltd., have been placing Christ-

mas advertising for Turf and Craven A. Forbes Keir and Bullen (Liverpool) have a scheme in hand for the Hoosier Kitchen Cabinet.

Ogden and Spencer, Ltd., are handling for the Dewdrop Water Softener.

E. Martin Harvey is again placing for St. Martin Bitter Marmalade.

T. B. Browne, Ltd., have been giving out for Tom Smith's Crackers.

Lawson E. Trout Agency, Birmingham, are handling for the Royal Italian Circus.

John Heywood Advertising Agency (Manchester) are placing provincial contracts for 1927 for Van Heusen Collars.

Roy Hardy, Ltd., are placing Christmas appeal for Earl Haig's Fund, and preparing a campaign for "Vit-a-Liz," vitalizer for accumulators.

WOOLLEYS' HOARDINGS DOMINATE SCOTLAND

# D-OPERATION

10 make a good poster is a task which requires no ordinary skill. To place this same poster so that it does its work well, is another task which calls for the knowledge and experience of a master hand -Woolleys Services, which operate Scotland's most densely populated districts, are very up-to-date and well equipped, and every poster they handle, is placed so that its selling qualities will be made most effective-and Woolley's Hoardings work till midnight, by means of the famous FLOOD-LIT Hoardings. This means that if your poster is a good one, then Woolleys can get the maximum results from it, can make it function 100 per cent.

# G.&A. WOOLLEY

# 175, BOTHWELL STREET. **GLASGOW and BRANCHES**

Phone CENTRAL 4224 'Grams PLACARD Glasgow

How the

6 0

00

#### NATIONAL **ADVERTISING BENEVOLENT**

is helping Advertising men and women.

T gives pensions to incapacitated men and women, assists those in distress, provides treatment in sanatoria and convalescent homes, and maintains and educates orphan children. £26,782 has already been expended in pensions and grants. Every person engaged in the business of Advertising should join.

#### SUBSCRIPTION ONE GUINEA ANNUALLY. ONLY

Full details of complete benefits from LONDON: Hon. Secretary, Robt. J. Owen, 61, Fleet Street, E.C.4. MANCHESTER Branch: Hon. Secretary, P. H. Winter, 3, Cross Street.

ALWAYS it is the master touch that lifts everyday things above the commonplace

# "PERFECTOS" No. 2

Virginia Cigarettes

10 for  $10\frac{1}{2}$ d 20 for 1/950 for 4/3100 for 8/-

JOHN PLAYER & SONS, NOTTINGHAM

Branch of the Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.

# In touch with the Agent

from beginning to end.



LOSE co-operation with the Advertising Agent is the policy behind every piece of work we turn out. A wide experience enables us to get the Agent's point of view and give careful, clean, efficient printing, plus a thorough-going service that saves time and money.

Next time, let us quote you—you'll find our prices remarkably keen.

Write for specimens to-day.

It costs you less when Greenwood's print it!

# Greenwood Bros SHIELDS



THE BEST FREE GIFTS.
SOFT TOYS

Illustrated Catalogue on RequestMANUFACTURERS, Est. 1914
THE TEDDY TOY CO.,
45, GOLDEN LANE, E.C.1.



# AN OPPORTUNITY !

FIRM of Printers specialising in Advertising Literature require services of young advertising man qualified to take charge of ideas and lay-out department. Must be able to interview clients, submit lay-outs, co-operate with other firms advertising managers, and secure orders. Opportunity for advancement to highest positions for man who can get orders on these lines. Apply in confidence, Box 458, The Advertiser's Weekly, 66, Shoe Lane, E.C.4.

# We Hear-

THAT it is the generally expressed opinion that the colour advertisement pages in this year's Christmas numbers show a distinct advance in design and in printing on anything of the kind previously produced; and—

THAT this improvement and higher standard in art and production is opening up a wider field—that ought to be encouraged—for advertisers who have the goods that can get home with such an appeal.

THAT if few of the colour pages have struck a humorous note there is one real gem of humour in advertisement in W. Heath Robinson's two drawings, "Where they don't eat Hovis and the Hovis home" both in the artist's happiest vein.

THAT the members of the Fleet Street and Advertising Club have this week received a bulky document which to some extent shows them what an amount of work the signatories have gone through in coupling the articles of association and putting the new club on its feet.

THAT Mr. W. C. Thorn was one of the unfortunate passengers involved in the railway mishap on the Southend line last week, but is out and about carrying on his forehead marks of the result of the accident.

THAT the Pelman Institute received a nice little bit of free editorial publicity last week in the report of a court case when an officer in cross-examination was asked if he had been taking a course of Pelmanism.

THAT the once popular song hit "Eat More Fruit," is being followed by another expectant big success. "I've Never Seen a Straight Banana," which is announced as "the £1,000 prize comedy song": and—

THAT this "new winner" comes from the same production house—the Lawrence Wright Music Co.—that spent freely on advertising a couple of years ago when "Eat More Fruit" was song plugged into popularity.

THAT the pantomime songs of the coming season and the dance hits as well are being widely advertised by the publishers in the theatrical weeklies with prospects later of a wider appeal in the newspapers.

THAT the Scottish Motor Show opens next week-end in Edinburgh, and there are reports about that a good deal of money is going to be spent both by motor manufacturers and their agents on backing the event which comes next in importance to the exhibition at Olympia.

THAT a leading firm of Manchester agents who control substantial accounts are about to open offices in London to be able to deal more expeditiously with matters of urgent importance.

THAT following the withdrawal of the coal restrictions electric signs and illuminated advertisements returned with little loss of time to their former brilliancy.

THAT the Scotsmen at the Aldwych Club had a St. Andrew's Day celebration on their own on Tuesday, when haggis figured on the luncheon menu.

# We Hear-

THAT at the recent Food and Cookery Exhibition, the Cerebos Co. were awarded the gold medal of merit for the exhibit of their much-advertised line Bisto.

THAT Mr. W. Buchanan Taylor, who is responsible for the advertising and publicity of the Lyon's establishments, has been on a visit to America.

THAT a romance of business has been disclosed in the announcement that Mrs. Mary Farrow, who left £41,408, created the firm of Joseph Farrow and Co., of Peterborough, the advertisers of Farrow's Mustard and Farrow's Marrow-fat Green Peas.

THAT Mr. A. W. Fisher, who has looked after the commercial and advertising side of the business of Pullars, of Perth, and has been prominently identified with the work of the Incorporated Society of British Advertisers, is a director of the new company, Associated Dyers and Cleaners, Ltd., which combines the business of Eastmans and Pullars.

THAT the movements in the price of newspaper shares have set Fleet Street talking about "the prospects," and "the cutting of melons" and other terms of City jargon.

THAT a hardy annual, Tom Smith's Crackers, is being advertised in a new form this season, and one both in media and copy that is a big departure from the policy that has prevailed for many a year.

THAT Messrs. Selfridge marked their taking over the big business of Jones Bros. in Holloway Road, with some interesting and amusing attractions (including Jack Hylton's band) for the North London public, all of which were widely advertised in northern suburban newspapers.

THAT certain of the leading provincial newspapers making a feature at this time of year of editorial pages on Christmas publications and gift books are being well supported by advertisers.

THAT Mr. R. G. Hervey has been re-elected President of the Shuttleworth Club, London, for the fourth year in succession.

THAT Vogue is running a competition for a £495 Vauxhall car in its late November and early December issues.

THAT Mr. James Edward Passmore, a director of Alabaster Passmore and Son, Ltd., printers, who died some time ago at the age of sixty-nine, left £27,073.



# A good lead to follow.

# Some of "HOLIDAYS AFLOAT" past and present successful national advertisers:

Abdulla's Cigarettes Atora Army Club Cigarettes Aladdin Lamps Anzora Auto-Strop Razors Bird's Custard Bovril Brand's "A.1." Branson's Coffee Bisto Benoist Ltd. Burberry's Burndept Bulmer's Cider Cadbury's Castile Soap Caley's Cash's Names Camp Coffee Cerebos Salt Clarnico Concord Port Crosse & Blackwell Decca

E.D.S. Soups Ever Ready Fox's Mints Force Gibbs' Dentifrice Green Label Chutney Grant's Brandy Huntley & Palmers Harris' Bacon Henley's Cyder Ingersoll Watches International Stores Jaeger Jacob's Biscuits Kodak Lazenby's
"L.-V." Pickles
Lea & Perrins
Libby's Milk Luvisca Moet Champagne Morris's Cigarettes Macfarlane's Biscuits Mackintosh's Toffee Nugget Polish

Nestle's Milk Oatine Poulton & Noel Paysandu Tongues Player's Country Life Pratt's Spirit Palethorpe's Sausages Rose's Lime Juice Rowntree's Chocolates Shredded Wheat Skippers Sailor Salmon Thermos Two Steeples Vim Viyella Vat Whisky Wright's Coal Tar Scap. Winner Records Whitbread's Stout Whiteway's Cider Waterman's Ideal Pen Yellow Label Whisky

Have YOU booked space in 1927 issue? The 1926 issue pulled for us alone over £40,000.

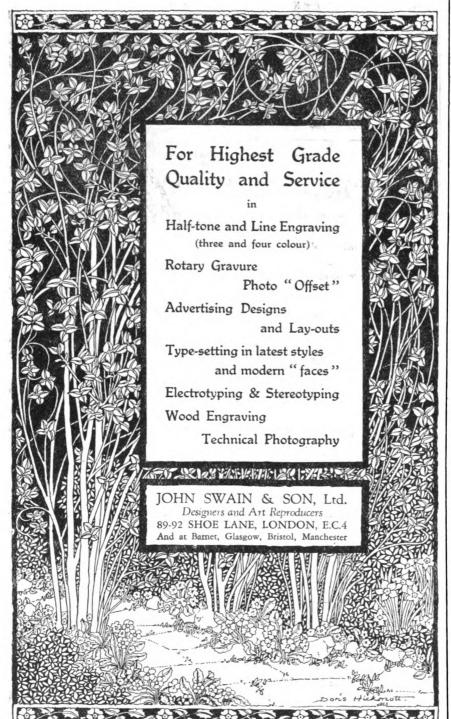
If you have goods, clothing, etc., which our clients, the hirers of the yachts, require on their holidays, a page at £25 will bring you also splendid returns.

Full information and specimen copy of 1926 (204 pages) with pleasure.

BLAKES Ltd., Broadland Ho., 22, Newgate St., LONDON, E.C. II

Telephones: CITY 4672 and CITY 1820.

Put Ideas in your campaign It sells in the home



# We Hear-

THAT Mr. Stanley E. Baldry is contemplating an entry into other activities distinct from Radio advertising in which he has been so prominent a figure during the past four years while in association with the journals, until recently, published by Radio Press, Ltd.

THAT Mr. J. H. Thomas, M.P., has joined the Empire Marketing Board, and is also a member of the publicity committee.

THAT frequenters of Fleet Street have lost an attractive art gallery in the passing of the Graphic and Bystander offices to Great New Street, where they have now come under the control of Brig.-General Campbell.

THAT the advance copies of some of the Christmas numbers have made their appearance, and that they are carrying a goodly amount of advertising.

THAT Mr. J. D. C. Mackay, the principal of the School of Accountancy, who, since he commenced business several years ago, has consistently used magazines for his advertising, addressed the recently formed Glasgow Advertising Circle, on Monday

THAT Sir Francis Towle, who is one of the stalwarts in the "Come to Britain" movement—a prospective advertising scheme for next season—is at present in the States on behalf of that excellent proposition and business for the Gordon Hotels.

THAT the Editor of ADVERTISING DIS-PLAY had to change his make-up with the rapidity of a daily-paper man when expected material failed to turn up when the paper was due on the machines last week and-

THAT in spite of this the December number next week will be found to be as remarkable and interesting as any of the preceding issues.

THAT the WEEKLY office rocks with the laughter of the staff every day just now as joke after joke comes in from the many brilliant contributors to the Christmas Number.

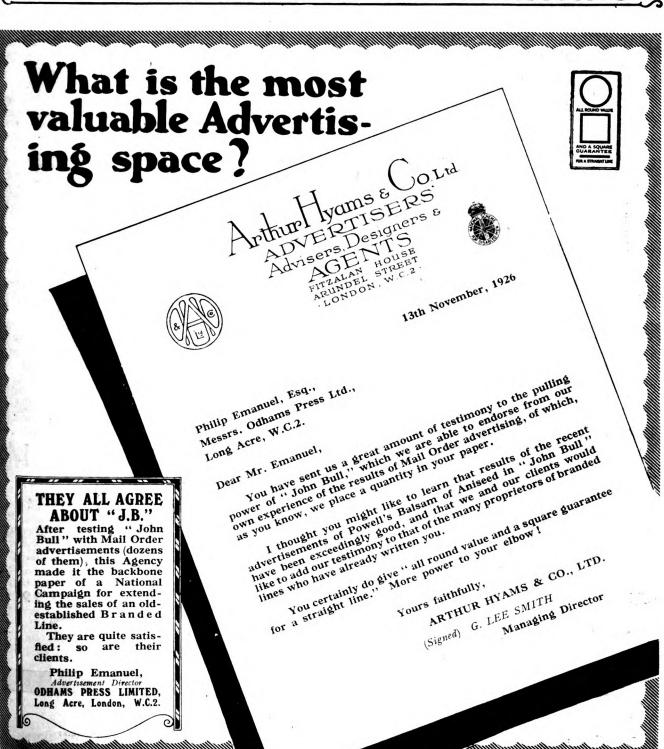
THAT the Fleet Street and Advertising Club members are discussing the question of the first president of the club.

THAT the Regent Club's annual dinner, next Wednesday, promises to be even brighter than last year's gathering.

THAT the Sales Managers' Gala next Friday night has attracted a record number of applications, to Mr. Stanley Talbot's great satisfaction.

# The SUNDAY CHRONICLE The Sunday Journal of the well-to-do





# - Sunday Pictorial -

CIRCULATION OVER 2,000,000 WEEKLY



Read in over 2,000,000. family circles every Sunday







"A Campaign in Itself"

Specimen Copy, Rates and Full Particulars will be sent on application to SIDNEY D. NICHOLLS ADVERTISEMENT MANAGER.

ADVERTISEMENT MANAGER,
Ceraldine House,
Rolls Buildings,
Fetter Lane,
E.C.4.

'Phone: Central 3440 (Seven Lines)

Telegrams:
"Sunpicad, Fleet, London"

Vol. 52

FRIDAY, DECEMBER 10, 1926

No. 705

# The Week in Advertising

"Advertising Display"

|

C JX months have passed since we presented to our readers Ithe first number of ADVERTISING DISPLAY, and they have now had an opportunity of realising how ambitious was the programme which we set before ourselves in launching this Fashion Journal of Advertising. Every number has been distinct in character. Every number has had a different appearance. Every number has conveyed definite new ideas in make-up and lay-out. At the end of this strenuous six months we may be pardoned for asking our readers, "Are you making use of Advertising Display?" Many, we know, are finding it the inspiration we hoped it would be. A private letter from an American reader this week said frankly, "We have nothing as good over here," and the writer bluntly added, "I shall probably crib some of your best ideas." We are more than glad that he should do so. The ideas in Advertising Display are presented for adoption or adaptation. That is the service which the Supplement exists to render to its readers.

Initiative

EN are more important M than rules. That is an aphorism which quite a number of advertising experts have suddenly come to realise. Probably no business has been so much exposed to the influence of obiter dicta of research experts as has the advertising business in the past three years. The experts have laid down rules of conduct for the production of copy and illustrations, for the display of type and for the general character of an advertisement, and have been so obediently followed that for a while there was a grave danger that advertising would lose all personal element, and would become a machine-made product.

Those advertising men who were gifted by Providence with personality were momentarily overshadowed, But only momentarily. We venture to say that the sanity of individuality has returned, with the result that there are many campaigns now appearing which are full of character because they have the impress of individuality. Advertising is still a creative art and not a mechanical product. There may be, indeed there are, plenty of business men who will flatly deny this statement. They contend that advertising is a product like a container, a corset or a cabbage, and that it is subject to mass production conditions. They are mistaken. Because an advertisement is reproduced in twenty or a hundred different media, because 

THIS WEEK'S PAPER with

ADVERTISING DISPLAY

First Inside Story of the Mustard Club—By Leslie Lewis How Mustard was put into everybody's mouth

Find the Weak Cogs in the Selling Machine—By Charles W. Cropper

"Advertising" or "Publicity"?

Some interesting letters from our readers
on a vexed question

Getting a Woman Interest into Insurance Advertising—By E. Herbert Morris

How Girl workers were attracted to a

How Girl workers were attracted to a savings proposition

# And all Regular Features

Ad. News in Brief
Publication Notes and News
Current Advertising
Advertiser's Gazette
Club Notes and News
We Hear, etc.

THE ADVERTISER'S WEEKLY
66, Shee Lane, London, E.C.4.

the basic idea is adaptable, and is adapted, for use in daily and periodical Press, in folders, on showcards and on the hoardings, it does not mean that the idea was machine-made. Indeed, the exact contrary is the case. It is only the created idea, the inspired idea that is really worth manifolding.

Sources of Copy

CTYLE in a copywriter is a Dwholly individual thing. It certainly is in it should be. the fiction writer, and he has a much easier task in catching the attention of the reader than has any writer of advertisement copy. Any reader settles down deliberately to the reading of a story by Kipling or Philip Gibbs or Sheila Kaye Smith. The attraction to an advertisement is less marked. (This is not an appeal for the signed advertisement.) There is a conservative repulsion still to be overcome and it will only be overcome in the process of time by the production of advertisements that are worth reading. Is there any rule for the production of readable copy? We doubt it, despite the statement of Mr. Arthur Brisbane, one of the most vigorous copywriters in the world. He contends that the copyman who will read the whole of Shakespeare, of Heine, Sterne's "Sentimental Journey and Samuel Johnson's "Rasselas" will improve his vocabulary and "get away from his own style." Could anything more completely express what is not wanted in copywriting? Getting away from his own style is the last thing that should be required of a copywriter who really has a style. Mr. Brisbane's advice may be laid to heart by those people who have no style, who are prepared, at a moment's notice, to write in any manner that is expected of them. They are chameleons, and at any moment may run across a piece of tartan.

# Find the Weak Cogs in the Selling Machine!

Advertising should not be blamed until the whole organisation has been examined

By Charles W. Cropper

TE never advertise and are proud of the fact,' stated a director of a large and well-known drapery house to me the other day. "But," I rejoined, "your magnificent buildings, splendid position and smart window-dressings are, surely, effective forms of advertising—and expensive advertising at that?" "Well! perhaps they are," he replied, "but I was referring to Press and poster advertising. We know of so many firms that have taken up Press and poster advertising and have failed, or run the advertised departments at a loss, that we have decided to let it alone ourselves."

Such cases are far more common even now than is generally admitted or realised, and there is a tendency to treat them in a superior or facetious manner when they require handling with great patience and tact. There is little doubt that much harm is done through the undue stressing, by advertising men, of the great successes in advertising, while avoiding reference to the problem of the failures. The result is that people like the drapery director are apt to be sceptical about the true value of reported successes because the other side of the question is so largely tabooed.

It would be for the good of advertising as a whole if a regular study was made of the subject of failures of advertisers with the object of ascertaining the exact causes. I venture to suggest that in the majority of cases the blame would be found to be due, not to the advertising, but to one or more other factors.

### No Whitewash

A careful and unbiased examination should be made of as many cases as possible, and results published. No attempt should be made to whitewash the advertising side. Obviously, names of firms, individuals and some details would have to be omitted or disguised, but this need not in any way obscure the main features and facts.

It is as essential for the advertising specialist to study abuses, weaknesses and neglects which maim or destroy the enterprises of advertisers as to become familiar with the means for "building bonnie businesses."

During a number of years I have had to investigate the working of a number of firms prior to taking over the advertising, and have been greatly interested in this aspect of publicity problems.

in this aspect of publicity problems.

The following examples of advertising casualties, due to causes other than the handling of the respective

publicity schemes, are selected from accumulated data based either on personal knowledge or reliable information from other sources. The risks accepted by advertising agents when co-operating with clients, who withhold important details likely to jeopardise the success of a publicity campaign, are apparent in each instance given here.

A well-known firm of furriers advertised very extensively in the Press, taking large spaces in well-known London newspapers, and then went bankrupt for a large amount. Among the unfortunate creditors was an advertising agent who lost some thousands of pounds. Competitors were known to have remarked about "reckless advertising expenditure." quiries into the case revealed the fact that the actual mail orders for furs traceable to the papers were of far greater value than the cost of the advertising. To this must be added the unkeyed orders by post and also a proportion of the greatly increased shop trade. Without a shadow of doubt the Press advertising more than paid for itself. Further investigations revealed the following facts:-

# Five Reasons for Failure

- (a) In the middle of the advertising campaign the address of the principal shop was changed, and the window was not available for display of goods.
- (b) Directors and members of staff supplied friends with stock at less than cost.
- (c) No proper check was kept on stock, and it is strongly suspected that a large amount of stock disappeared without being paid for.
- (d) There were too many directors drawing salaries who took no real part in development of the business.
- (e) Frequently the advertising agent was furnished with particulars of special bargain lines which were practically out of stock and unobtainable when the advertisements appeared.

From these few facts it can be clearly seen that no advertising campaign could save a firm in such a state from ultimate failure. Needless to say, the facts as to the weakness of the internal administration were kept from the advertising agent.

Another case concerns a manufacturer of adhesives doing considerable advertising in the trade Press, with showcards, well-designed cartons and posters. There was good turnover, but profits were small. Investigation proved that needless expense in printing had been incurred by continually changing labels of cartons and con-

tainers and by repeated changes of style of letter headings, invoice forms, etc. Serious wastage of time and expense was caused by overlapping of departments and departmental jealousy. Still greater loss was due to "returns" of goods unsold because the general public had not been appealed to strongly enough; most of the turnover had been of goods in bulk at a very low margin of profit.

These matters were rectified, and a steady appeal was made to the public through the medium of Press and posters, and business improved and profits were made. Shortly afterwards, to the surprise of everyone, this promising little business was absorbed by a larger concern. It transpired that the root cause of all the trouble was a lady who had been made secretary through influence, and as her mismanagement had been the cause of most of the previous trouble a great deal of authority was taken out of her hands. This she gradually regained, and the old troubles developed to such an alarming extent that at a criticial moment in the history of the trade this firm was not strong enough to withstand the competition and pressure which resulted in its absorption.

A certain building material manufacturer's federation was anxious to increase the popularity of its special type of material, and a big daily Press campaign was prepared. After weeks of advertising no appreciable results were felt, and it was realised that "something was wrong somewhere." The copy scheme was carefully planned by leading advertising experts, and the advertisements themselves splendid pieces of craftsmanship. The appeal had been to the general public to press for the use of this material when building their own houses, and also to influence public bodies to specify it for churches, municipal buildings, etc., but the client in the preliminary conferences had not sufficiently emphasised the fact that the architect was the vital consideration in their business. As a matter of fact, they were relying entirely upon the personal contact of their representatives as far as he was concerned. In actual practice it was the custom for members of the public who were wealthy enough to specify this particular material to put their work into the hands of a competent architect, and the architect in most cases decided upon the materials used by the client.

# Campaign Modified

After investigation the campaign was modified and architects' sympathies appealed to, chiefly through the medium of the architectual and building Press, supported by a smaller public, and excellent results were eventually obtained. In this instance, the advertising agent must shoulder some part of the responsibility for allowing the advertiser to spend the bulk of his appropriation in general instead of trade media.

# How Mustard Found its Way into Everybody's Mouth

First "Inside" Story of Mustard Club Campaign
By Leslie Lewis

"Pass the Mustard, please" has joined the ranks of the greatest advertising successes of the age. It has found a worthy place among the immortal slogans identified with Pears' soap, Kruschen salts, Palmolive and others.

But the inside story of the Mustard Club proves more than this. It demonstrates that a campaign, skilfully conceived to arouse public interest, receives four or five times the publicity for which it actually contracts.

#### In Church and Theatre

There can be no doubt that the Mustard Club has been one of the most successful promoters of public interest of recent times; a sermon has been preached about it, it has been discussed in the House of Commons, it has entered into the wireless programmes, a speaker at the Imperial banquet mentioned it, it appeared in the Lord Mayor's Show, while every revue and musical comedy in London uses it as a "gag"—and all spontaneously.

But let me tell the story from the beginning.

Colmans, in consultation with S. H. Benson, Ltd., came to the conclusion that the public was not sufficiently interested in mustard to trouble to read straightforward arguments in favour of its regular and frequent use. It was necessary to make the people talk and think mustard before they would "mark, learn and inwardly digest" mustard.

That was the reason for the con. ception of the Mustard Club.

In the middle of September, the first posters and 'bus bills appeared, asking "Has Father Joined the Mustard Club?" and "Have YOU Joined the Mustard Club?" Thus the foundation of interest was laid. The public began to wonder; they began to ask "What is this Mustard Club?" They even began to ask each other if they had joined the Mustard Club, although they did not know what the institution was!

The prospectus was issued. It was excellent copy, drawn up in conventionally - correct prospectus style. An interesting little sidelight on this copy is afforded by the fact that members of the Stock Exchange received the prospectus with open arms—and twinkling eyes—and the financial dailies which carried the advertisement were difficult to obtain in Threadneedle Street and Cornhill.

# Lifting the Veil

Shortly afterwards, the veil was slightly lifted. The group "photograph" of the officers and their names were published. The humorous names and clever wash drawings added greatly to the public interest—and amusement. Moreover, the names of the officers gave a clue to the meaning of the Club.

By this time, Colmans considered that the public were sufficiently interested in mustard to stand some educational copy—arguments for the use of mustard. So the Mustard Club



began its adventures. Its officers were arrested, they attended auction sales, they went to the races, they nearly lost the 8.48 a.m. train, and Miss Di Gester, the secretary, was sued for libel. In every adventure, educational copy was cleverly introduced, so that while the public were laughing over the adventures of the Club's officers, they were unconsciously imbibing home truths about the digestive powers of mustard.

That is the main outline of the campaign. But the most important point has been omitted. That point is free publicity—publicity that was given to the Mustard Club because of its real news and human interest.

In the first place, other advertisers must have advertised the Mustard Club, directly and indirectly, to the extent of thousands of pounds. Everybody—advertisers of commodities from beer to bicycles—realised that, because of the public interest in the Mustard Club, they could arrest attention to their own copy by introducing it into the heading.

(Continued on page 430)



The 8.48 Branch of the Mustard Club

The research has belong does by controlling against the de of a street on, then the control of t

The Market Disk, and I day years a consider of the Consideration of the Cons

JOIN THE MUSTARD CLUB!

# REMARKABLE SEQUEL TO THE ARREST OF THE BARON DE BEEF

A TRUE STORY

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# Miss Di Gester sued for Libei

"What is a First-Class Restaurant?"

A number of fashionably-densed women, which is a support of the control of the Atom, howely superior quiet of the Control of the Atom, howely superior quiet of the Control of the Control

"The Boson de Berd" reputs a cuntable, where the boson de Boson Golden and the Boson Golden and the degree of the Boson Golden and the degree of the gas are the pure Landbuy, we shall, it as internated to any year Landbuy, but the contracted to any year Landbuy, but the contracted, that it now Yester's remained the "Davy year?" and the jump, expended. "They want I'm and the jump, expended the pure the pur

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JOIN THE MUSTARD CLUB!



The Mustard Club goes to the Races

Miss Di Gester wins with "Mustard Pot"

In the Gelfrein Brisks the Born of piller with the born of piller with the same in the filler on the blue Bogs to year yet in Mind Gelfrein the piller Gelfrein Bouth by a short singue. The lay Born was the Mind De Gener's beautiful to the same of the same of the Mind Gelfrein Bouth of the M

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RULES of the Mustard Club

JOIN THE MUSTARD CLUB! Thorny Points in Postal Publicity

# That Perfect Match-in

By Max Rittenberg

to get that perfect matching-in, like you get," said an advertising manager to the head of a facsimile letter firm. "Our girls start off all right on "long job, but at some point the matching always goes off colour and looks rotten. We have tried several different brands of ribbon, but it doesn't help. How do you manage it? Could you teach our girls?"

Before giving the answer of the facsim. expert, let us consider again that constantly-arising question of the value of the match-in. There are plenty of business men who are still unconvinced that it is worth the expense—about 17s. 6d. per 1,000 if done "outside" the firm, and probably the same cost if carried out "inside," when a proper allowance is made for office overhead, wear and tear of machines and cost of ribbons, as well as the salary of the typist.

Having that 17s. 6d. in mind, and also the time involved in matching-in which slows up the dispatch of an urgent mailing shot, there are plenty of firms to-day who use no match-in at all.

Personally, I am not rabid on the subject of a match-in being always a paying device. With mailing shot sent month after month by a wholesale house to its retailer customers and prospects—sent in a routine manner, and regarded by the retailer as a regular form of trade news—I should save the cost of a match-in.

But I should always advocate its use when sending a mailing shot which includes a form letter to the consumer, and especially when addressing an upper-class and middle-class public.

Again, I should invariably use it in the answering of inquiries by any sort of form letter, and in the follow-ups to the same inquirers.

### Object of the Match-in

We are not trying to "fool" the man into believing that this is an individual letter.

No intelligent person to-day is thus "fooled."

We are paying him the courtesy of a personal address on a form letter which is obviously written to a number of people.

We are letting him know quite clearly that "This means you!"

We also want to show him that we are an efficient firm, not slovenly and "anyhow" in our methods of business.

Therefore, we endeavour to provide a match-in which does not look slovenly nor inefficient.

That is why we strive for the perfect match-in.

Two Alternatives

One alternative is to match with a different colour of ribbon. Many firms use black for the letter itself and red for the name and address of the prospect.

A few firms carry this idea a little further, adding "balance" to the completed letter by typing below, also in red, either the signature name of the firm, or else the initials of typist and dictator.

By this device, it is much easier to secure a general appearance of efficient letter production.

Nevertheless, there are business men who object to the compromise; want their matching to be of the colour as the body of the letter; and want it perfect.

As explained by the head of a facsimile letter firm: "We buy ribbons by the score. They are, of course, made at the same time as our broad ribbons. Directly a typist of ours finds that the matching-in of a batch of letters is shading off, she has orders to take off her ribbon, roll it up, and insert another ribbon on her machine. At the same time, she attaches a specimen of the typing density to the rolled-up ribbon.

"In this way, we accumulate ribbons which will match exactly with any shade of duplicated letter whether heavy, medium or light, as the

customer has directed.

"If you would also stock a large number of ribbons, you could also be sure of the perfect match, provided the ribbons are supplied by the firm that prints the letters."

This is a decidedly logical way to operate—and the only way for the constantly perfect match. But clearly, it is too expensive for a firm which is not continuously engaged in matching operations.

If you must have the best in matching-in, it will be cheaper in the long run to get this work carried out by the expert facsim. firm.

# Five-Year Campaign to Advertise Advertising

£11,000 to Carry Out I.A.A. Programme—Definite Results of Commission's Meeting—"Most Constructive Effort Undertaken"

Approval of a five-year educational campaign to create a better public understanding of advertising as an indispensable ecomomic factor, and authorisation to enlarge the directing committee sufficiently to cope with the situation.

Definite steps toward finishing the job of placing the financial affairs of the International Advertising Association on a sound and permanent basis.

THESE were the outstanding developments of the meeting of the Advertising Commission of the International Advertising Association, a fortnight ago, in Chicago, according to the interpretation of the chairman, W. Frank McClure.

Recognising the impending campaign to establish a greater public appreciation of advertising as the most constructive endeavour ever undertaken in the nineteen years of its existence, the Commission granted Chairman McClure's special request for a five-year programme, and authorised him to increase the personnel of the committee which will plan the movement with additions of persons in or outside of the Commission. A complete reorganisation of the Committee will be effected promptly.

A new chairman will be designated to

A new chairman will be designated to succeed Mr. E. D. Gibbs, of the National Cash Register Company, Dayton, who has accepted the chairmanship of the Programme Committee for the Denver Convention of the International Association. It was announced that the committee will soon be ready to function, and will have a definite report to submit at the Commission's next meeting in Columbus, Ohio, January 24 and 25. The work of this committee, Commission

members believe, cannot fail to attract the interest and support of advertising interests generally.

interests generally.

With the statement by President C. K. Woodbridge that the financial affairs of the International Advertising Association have shown much improvement in the last few weeks, sufficiently to enable the organisation to liquidate its indebtedness, the Commission pledged its active support in helping him to raise the necessary additional £11,000 needed to give effect to the Association's programme. President Woodbridge declared that as the debts are about to be paid, the attention of the Executive Committee now will be directed chiefly toward obtaining £11,000 with which to place the organisation on a sound basis. He asserted that much hard work remains to be done, and that it was the desire of the officials to have all financial problems cleared before the time of the Denver Convention.

Among other things, President Woodbridge said that the fact that this nation's annual advertising expenditures amount to nearly £300,000,000 was in itself sufficient to suggest the need of such an organisation as the International Advertising Association, and that there were good reasons why both the buyers and sellers of advertising should rally around it

That Denver committees are active in preparations for the convention next June was reported by Joseph Moorhead, general chairman of the Convention Committee in that city. He gave assurance of a successful convention from the local side, and emphasised that in all arrangements the Denver committees are keeping uppermost in their minds the thought that it is to be a serious meeting of business people.

# Getting a Woman Interest into Insurance Advertising

How Girl Workers were Attracted to a Savings Proposition-Wider Diffusion of Interest in Insurance Subjects

By E. Herbert Morris (Morris and Groves)

HE troubles and trials of an advertising man are by no means confined to the throes of composition or to the strain of constantly wrestling with new ideas.

He has to be an apostle as well as a scribe. Most difficult and strenuous of all his tasks is that of convincing the party of the other part, namely, the potential advertiser, of the need for advertising.

They will not take their medicine quietly like nice good little boys. Metaphorically speaking, many potential advertiser has to be held down while somebody pours the "nasty stuff" down his throat. Even then he gurgles and splutters and makes a fuss.

Insurance men are not free from this bias against publicity-which would seem to be almost as widely spread a complaint as measles or original sin. I hate to indicate the slightest flaw in the character of insurance men, because they are without exception the most intellectual and the best mannered people it is possible to meet. Literally, they seem to possess all the virtues, good looks, honesty of purpose, a fine magnanimous contempt for deceit, and a genuine spirit of generosity and good fellowship; everything in fact except a deep sense of the value and necessity of advertising.

That is their failing. They do not take kindly to the idea of disbursing their thousands on newspaper space, they abhor hoardings and even speak lightly of advertising literature generally.

# Dehumanised

Hence comes it that although insurance is one of the most human things in the world, a thing which touches human life at every point and has a message for every age and sex, insur-ance advertising as ordinarily practised is almost dehumanised.

Quite a lot of companies confine their attention to the issue of a report once a year, or even at longer intervals, namely, at the quinquennial valuation. Their report is crowded with figures and contains also the chairman's speech.

It is interesting only to the financial world

A movement is, however, at last becoming noticeable in the direction of better things. Having regard to its splendid record of leadership it is not surprising to find the largest of the British companies blazing the trail by the issue of quite a new type of insurance advertising.

The advertisements recently issued in popular women's papers and some provincial dailies on the subject of the "Everywoman" and other policies are couched in familiar style. They are not too highbrow for the multitude. They leave the bleak altitudes of financial and statistical table-land

of the nation's moral sense. Insurance should be taught in schools, it should be preached from pulpits, it should be analysed and studied by professors, it should be trumpeted by the Press and proclaimed by every possible means of publicity.

"Would it not be of great advantage



Various angles of appeal to the woman worker in need of insurance

and descend into the home, the office and the shop.

Each girl reader sees in each picture a portrait of herself.

This is surely as it should be. Insurance is a matter which affects the comparatively poor people most of all. It affects women and children especially. It is relatively far more important that a humble family should be insured than that a rich man should be similarly protected.

The possession of any considerable store of wealth, such as, for instance, land and houses, is in itself an insurance. It is to the vast public of wage earners and to the greatly burdened professional workers of to-day that the message of insurance should go. This means more advertising.

That insurance men are beginning to realise the need for a wider diffusion of interest in insurance subjects is evident.

Sir Joseph Burn, in the course of his opening address this autumn to the Institute of Actuaries, uttered some memorable words. "This life," said he, " is full of chance and hazard, and if it is wrong to risk one's home by gambling, is it not just as wrong and measurably meaner to gamble on life, taking as it were all the winnings and leaving those dependent upon us to pay our losses?

Awakening Moral Sense
"My belief is that what is wanted at the present time is a great awakening to us to learn more of American methods as regards insurance, and how it has come about that they have created an insurance atmosphere which we regard with the greatest admiration?

"Canada appears to be making excellent progress, and to be seeking to arouse general interest in insurance in the most evidently logical manner, namely, by means of collective advertisements.

These are but a few of the stimulating and forward-looking ideas in Sir Joseph Burn's address to the actuaries, and coming from such a source they surely portend the near arrival of a fresh era in the history of insurance publicity.

# PUBLICITY FOR NEW SHOPFRONT

To Cole Bros., Ltd., Sheffield, must be given the credit for a really new idea. Their new corner premises are nearly completed, and they recently took a double-page spread in the local dailies to advertise the fact. They announced that in order not to inconvenience the Christmas shoppers, work on the main entrance would be suspended until early in the new year. The most important announcement, however, was of a "Sheffield Industries Week." During the whole of this week, the windows are housing an exhibition of Sheffield industries. Each of the many windows is devoted to a display of some article manufactured in the city. No fewer than 20 firms have co-operated.

# Advertising" or "Publicity"?

Some Letters from Readers on a Vexed but Interesting Question

The following are some of the letters received dealing with the article which appeared on the first page of last week's ADVERTISER'S WEEKLY.

Sir,—I submit that the difference in meaning of the words "publicity" and "advertising" can be defined by quoting two well-known slogans—"Good morning! Have you used Pears' Soap?" and "Get it at Harrods," respectively. The first is "making known" in a passive sense, and the second is a direct incentive to action. Restricting my comments to the question so far as it concerns the advertising profession, I interpret "to advertise" as an effort to "sell" goods

"Publicity," I have always regarded as meaning "a published announcement" applicable, for our purposes, to what we call "reminder" advertising, exemplified particularly in outdoor operations—posters, enamelled iron plates, illuminated signs, etc., and in small spaces in the

Admitted that one cannot dogmatise where two words are in such close association, yet the definition I have put forward seems to me sufficiently clear to form a working basis for the discretionary use of both terms.

A. J. WATKINS F.S.M.A.

SIR,—I was particularly interested in the article which appears in this week's issue anent the rival claims of "advertising" and "publicity," for curiously enough I had myself brought the matter forward a few days before the publication of the article at a meeting of the council

of the Dublin Publicity Club.

This club, in which I have the privilege of acting as chairman of the social com-mittee, holds annually a big fancy dress dance which, up to the present, has been known to us as the "Advertising Ball." I say "to us" advisedly, for because, for some unknown reason, the public resolutely persisted in referring to it as the

"Publicity" Ball. Even the newspapers, which correctly printed our advertise-ments, referred in their news columns to the "Publicity" ball, and the very hall in which we held it last year, and in which all our committee meetings were held, boldly announced amongst its list of fixtures the "Publicity" Ball!

In face of this I urged the club to adopt the word "Publicity" for subsequent functions, and after hearing my case they agreed unanimously. We had to consider not only the general verdict of the public and the Press, but by making our function the "Publicity Ball," we would be linking it up more closely with the club, which, of course, is known as the Publicity (not the Advertising) Club of Ireland. Then we had to take into account the fact that the success of our function brought in its train a number of imitators, all of them called "Advertising" dances, and some of them not very desirable. In time this must have reflected on our function. Even if "Publicity" were similarly pressed into service it would be an easy transition for us into the "Publicity Club's Ball," where we

would be on unassailable ground.

Apart from these special reasons, however, we were guided by the undeniable fact that the word "advertising" still connotes to many people pills and pla-cards and out-at-elbows gentry. The word "publicity," on the other hand, is entirely "respectable," and in running a big social function one is bound to take cognisance of this fact whatever may be tognisate of this fact winatever may be the etymological consequences. So for 1927 we shall hold a "Publicity" instead of an "Advertising" Ball.

BRIAN D. O'KENNEDY,
Chairman, Social Committee, Publicity
Club\_of Ireland.

SIR,—Surely a club composed of advertisers should be called an "Advertisers' Club." The members of the club are interested in advertising, of course; but the club, as such, does not advertise any

more than any other professional or trade society does, and therefore, it is not an advertising club.

The term "publicity" was adopted because of its grandiloquence, I expect; but it would be equally unsuitable, even if it were not a misnomer. There are various kinds of publicists, of course, e.g., the professional journalists; but no journalist would think of ca'ling his club a "publicity club," publicity being the last thing he desires in his club life.

He might accept the term "Publicists'

if it were more euphonious, and if the club were composed of publicists only; but as its membership is usually open to all engaged in newspaper work he prefers the term "Press Club." Advertisers, above all others, should use terms which have a plain, definite meaning and are self-explanatory. In this connection c.f. the title of your excellent journal. "JOURNALIST."

SIR,—Your anonymous correspondent in his article upon "Advertising" or "Publicity" is very amusing in his ingenious efforts to make the lesser contain the greater. He states "Publicity" means "the state of being public or open to the knowledge of all," and he adds— "one cannot advertise without resorting to publicity." His article also suggests that all "publicity" is not necessarily "advertising." On his own showing, therefore, "advertising" cannot exist without "publicity," but "publicity" may cover more ground than is expressed by "advertising." Yet he claims that "advertising" is the whole, whilst actually proving it to be a part. The definitions quoted in his own article show clearly that advertising is a form of publicity and that the latter is the greater of the two.

In view of the keen discussion on the subject at the Birmingham Conference, it would be interesting to know the identity of your correspondent, par-ticularly as there seems to be a campaign on foot to make uniform the title of all

publicity and advertising clubs.

Personally, I am proud to be a member of the Publicity Club of London, and I trust it will refuse to change its honoured and expressive title.

CHARLES W. CROPPER.

# do your Advertising IN 1927

IMPERIAL HOUSE, KINGSWAY, LONDON, W.C.2. Telephone, 1050 Regent.



THROUGHOUT its history as a newspaper, The Times has occupied the foremost position; its unrivalled news service, and its independent and authoritative opinions have made it the outstanding feature of daily journalism.

To-day, it is equally conspicuous as an advertising medium. It stands high above all other media in its power to command attention, and to sell high-class goods. The fact that it carries a greater volume of advertising than any other daily paper is the most convincing testimony to this pre-eminence.

THE ADVERTISEMENT MANAGER

# The Times

PRINTING HOUSE SQUARE

O LONDON E.C.4

# Ad. News in Brief

Cost of Empire Advertising—Changes at Many Big Firms— Passing of Two Well-known Men

### Death of Mr. R. D. Lock

The death is announced of Mr. R. Douglas Lock, head of the publishing firm of Ward Lock and Co., who passed away on November 30 at his house at Hadley Wood. Mr. Lock, who was 56 years of age, was the second son of the late Mr. George Lock.

# Changes at "Bystander"



Mr. A. Drayson

Mr. Albert E. Drayson, who has been on the advertising side of the Bystander for twenty-two years,has been appointed advertisement manager of that periodical by the directors of Illustrated Newspapers, Ltd.

50 Years' Service Mr. Alex. Mackenzie has retired

kenzie has retired from the advertisement department of

the Glasgow Herald after 50 years' service. His colleagues made him a presentation of two handsome easy chairs, and Mr. Alex. Ewing, who handed over the gifts, spoke in appreciative terms of Mr. Mackenzie's long service to the profession.

# £61,545 from P.O. Advertising

It was stated in the House on Tuesday that advertisement facilities offered by the Post Office brought in a revenue of £61,545 during the year. Mr. Ammon wanted to know how much of this came from advertisements of alcoholic liquors, and Lord Wolmer replied £700 as regards stamp books and about £4,000 from other advertisements. £61,545 cannot be regarded as very neteworthy.

# New "Northern Whig" Manager

Mr. Reginald Fieldhouse, late with Mr. Matt Blythe, director and London manager of the Eastern Morning News, has been appointed London manager of the Northern Whig and Belfast Post in succession to the late Mr. L. G. W. Fisher.

# New Managing Director

Mr. W. A. Cooke, who was appointed general manager of Faudels, Ltd., in July, has now been appointed managing director. Mr. Cooke has been with Harrods, Lewis's, of Liverpool, and James Shoolbred and Co.

# New Appointment

Mr. P. H. Thompson, advertisement manager of the Malvern Gazette, etc., has been appointed to the Leicester Advertiser, Loughborough Monitor and Midland Holiday Bureau, and takes up his duties in January.

# New Ad. Department Address

Mr. Charles P. Sisley informs us that the advertising department of Ciro Pearls, Ltd., and Tecla is now at 272, Oxford Street, W.

#### **Hutchinson** Issue

As forecast in the Advertiser's Weekly the prospectus of the Hutchinson Printing Trust, Ltd., appeared in the papers on Sunday and following days. The company has been formed to acquire the entire issued share capital and control of the following printing and bookbinding businesses: William Brendon & Son, Ltd., Anchor Press, Ltd., Gilbert Whitehead & Son, Ltd., Geographia, Ltd., Percy Bros., Ltd., Richard Johnson & Son, Ltd., Webb, Son & Co., Ltd., William Gate, Ltd., Fisher, Knight & Co. Ltd. The issue was of 300,000 7½ per cent. cumulative participating first preference shares of £1 each at par.

# Not Gerrard

Messrs. Gee and Watson's telephone numbers were inadvertently given last week as Gerrard instead of City 7257, 7258 and 7259.

### Fire at Odhams

A slight fire occurred at Odhams Press, Ltd., on Monday night. Some damage was done to the offices, and Mr. Emmanuel hopes that if any customers should be slightly inconvenienced they will be sympathetic in this unfortunate mishap.

### £300 on Winter Advertising

Penzance has decided to spend over £300 on winter advertising, and to embark upon a still more extensive scheme next season.

#### Rate Cards Wanted

The National Traffic College, 19-20. Water Lane, E.C.3, want to receive rate cards and circulation data relevant to trade and commercial journals which might convey their announcements to prospective students of traffic management, railway, canal, port, road and air transport operation and economics.

#### **Bolton Competition Results**

Bolton's clever "Blue Star" competition, in which over 1,200 shops participated, has been a great success. 66,592 voting papers were sent in, and the winners' names were announced on Monday. Of the sixteen commodities which had to be placed in their order of popularity, Oxo is placed first, Nestle's second.

#### Cost of Empire Advertising

In the House of Commons on Monday, Mr. Amery, replying to Sir W. de Frece, said that £120,000 had provisionally been allocated in the present financial year for Press and poster advertising by the Empire Marketing Board. The charges actually incurred to date under these two headings were, approximately, £20,000. The poster advertising would not begin until the New Year. The newspaper advertising had been in progress for a few weeks only, and it would be too early to attempt any confident judgment of its results.

#### Pool's Carnival

Pool's Advertising Service Christmas Carnival Dance will take place on Tuesday, December 21, at the Lever House Restaurant, from 7.3; to 11.30.

# **Box Problems**

Boxfoldia, Ltd., Birmingham, are offering a useful booklet to all interested in folding cartons, outers and display outers. The booklet is entitled *Packing Problems*, and it is a very comprehensive work, describing the many styles in detail and containing a diagram and a half-tone illustration of each style.

(Continued on page 408)

# W \$ CRAWFORD LID "ADVERTISING" 233 HIGH HOLBORN LONDON "E1



# The SATURDAY REVIEW

(Established 1855.)

# **Important** Announcement.

Beginning with this week's issue, the SATURDAY REVIEW is being permanently enlarged. The literary section will be doubled.

All the old features have been retained and several new ones added. new "Saturday" is a magnificent sixpennyworth.

Probably you have noticed how people are talking about the "Saturday" nowadays. It isn't surprising. The paper is going ahead with astonishing strides. Why not bring the "Saturday" to the notice of your clients?

Write for rate card and specimen copy to:-

# E. WALTERS PAGE,

Advertisement Manager,

9, King Street, Covent Garden, W.C.2.

Phones: Gerr. 3157/8 and 8897.

IT MIGHT COST YOU 250
To Obtain Replies To All These Questions

WHAT does one of the new cover-papers, capable of lovely results in one colour, cost per lb.?
How is a striking three-colour effect produced in two colours?
What is wrong with the Marketing Board Posters?
What is a Quadriletter?
Why is the Letter-folder better than the leaflet clipped to a letter?
Is actor or amateur better for the photo-ad.?
Did someone produce a fast violet ink recently?
Is Viridian green fast or fugitive?
What is the secret of Massonet's Posters?

All these questions are answered by experts in
"ADVERTISING DISPLAY,"
presented free with this issue.

# A.P. to Offer 4,500,000 £1 Shares

N official announcement as to the A official announcement as to the coming flotation of the new company to take over the business of the Amalgamated Press was issued on Tuesday. It is as follows:—"Definite arrangements have been made under which the prospectus of the forthcoming instruction." issue of Preference shares will be available over the coming week-end. The authorsed capital consists of £1,200,000 in Ordinaryl shares of 10s. each and £5,000,000 in 7 per cent. Cumulative Preference shares of £1 each. Of the latter, 4,500,000 will be offered for subscription at par.

" Underwriting of the Preference shares has been completed and was very readily taken. The board will include practically all the old Amalgamated Press directors who have been associated for many years with the progress of the company. It will be reinforced by certain additions. the most notable being the accession to the chairmanship of Sir William E. Berry, Bart., chairman of Allied News-papers, and to the deputy-chairmanship of Mr. James Gomer Berry (deputy-chairman

# SHALL WE REVERT TO OLD TYPE FACES?

T the meeting of the Study Circle (of which Mr. C. Maxwell Tregurtha is chairman) on Thursday, December 2, the speaker was Mr. R. B. Fishenden, of Stephenson, Blake & Co.,

During his address Mr. Fishenden spoke feelingly about the craze for new type faces. He affirmed that these faces satisfied a passing craze only and that later they would pass out of fashion and be forgotten.

The chairman also spoke emphatically on the same point, and said that many of to-day's fashionable faces had no claim to permanence because they did not conform to the principles of design bequeathed to us centuries ago by the Greeks and the Romans. He condemned many of to-day's freak styles as grotesque.

As an experiment, Mr. Tregurtha has employed a woodcut by Farleigh and

some old type faces in the Daily Record advertisement in this issue. He says he refrained from going too much to the extreme without any difficulty!

### Dorlanders at Play

The Dorland Agency held an exceedingly enjoyable dance at the Hotel Cecil, Wednesday last. All copywriters, layout and service men, as well as many Fleet Street friends, were there. Amongst those we noticed were Mr. and Mrs.

of Allied Newspapers). Sir Edward M. Iliffe, C.B.E., M.P., has also agreed to be a member of the board."

G. W. Kettle, Mr. A. E. Hale, Mr. A. P. Ambler, while nearly 300 Dorlanders enjoyed themselves to the full. Rebuilding Piccadilly

Another step was taken on Monday in the rebuilding of Piccadilly, when the new Meaker hosiery shop was opened next to the Royal Academy. It is built in the Italian style of architecture, based on the best models of the sixteenth century-brick with stone facings and ornaments delicately carved. Everything possible has been done to create a new Everything era in men's shopping and, at the same time, to maintain the fine reputation of this famous thoroughfare. At a celebration luncheon on Monday, it was stated that Meakers' shop in Piccadilly is the finest link in the chain of thirty shops, and Sir Nicholas Doyle, Mr. T. P. O'Connor and other distinguished men paid warm tributes to the form's enterprise butes to the firm's enterprise.

# £800 a Year for Exmouth

At a general meeting of Exmouth Chamber of Commerce it was unanimously decided to adopt a recommendation to be responsible for town advertising for three years, at a cost of £800 per annum, on condition that the Urban Council contribution of £200 per annum was available. It was decided to insert advertisements in the London and Midland Press and railway guides, and to issue another poster, for which the issue another poster, for which the Southern Railway would provide 1,500 spaces.



# **NEW BUSINESS** IN 1927

WO special issues of HOME COMPANION will be published early in the New Year. These will be dated January 29th and February 5th, and every copy will contain a FREE PATTERN.

Here is a splendid opportunity to obtain new business without extra cost. Each of these Pattern Issues will be extensively advertised in the National and Provincial Press, supported by Posters and Leaflets, and it is anticipated that each issue will show

# 100,000 COPIES INCREASE

For over 28 years WOMAN'S WORLD and HOME COMPANION have had a reputation for "pulling" power. They cover every subject of home life—Cookery, Fancywork, Household Hints, etc.—and they offer a sound proposition for any form of advertising, whether it be Mail Order or general publicity.

It is expected that the combined circulation of WOMAN'S WORLD and HOME COMPANION will exceed

# 600,000 COPIES WEEKLY

These two boom numbers will be published at a time when a general improvement in trade is most probable, and they provide an excellent occasion for a test. There will be no increase on the usual rate, orders being accepted at the present

# COMBINED RATE £100 PER PAGE or £5:10 PER INCH

Press Day is Four Weeks in advance of publication For the most favourable position early booking is essential—write, 'phone or wire your instructions at once.

Chas. E. Mandel

The Amalgamated Press (1922), Ltd., The Fleetway House, Farringdon St., E.C.4.

Telegrams: Mistitled, Cent, London

Telephone: City 0202.

THE TWO SPECIAL ISSUES

# **HOME COMPANION**

will be dated

**January 29th, 1927** February 5th, 1927

> PRESS DAY for January 29th DECEMBER 31st, 1926

# AD. NEWS IN BRIEF-(Contd. from page 402)

#### Britain and Ireland

The London Chamber of Commerce has formed an Irish section with members representing provisions, advertising, banking, newspapers, shipping, woollens, brewers and distillers, timber, billposters, textiles, and paper manufacturers on the committee.

#### Bradford Week Next Year

Representatives of some Bradford Corporation committees, of Corporation departments suggested, and of the Chamber of Trade, the Chamber of Commerce and the Bradford and District Trades and Labour Council this week decided to recommend the holding of a Bradford Week next year.

#### **British Goods in Dominions**

Sir Charles Higham, speaking at the Chamber of Trade, Uxbridge, on Friday, said: "We need a British Goods Advertising Campaign in the rest of the Empire. The Dominions and Colonies are asked to buy American goods, we, apparently, hope they will buy ours. Trade follows the Flag, but we have to wave the Flag! As long as people are buying your competitors' goods there is business for you."

## New Modelling Process

Mr. H. E. T. Drake, the modeller designed the figure of the 9-ft. giant which is in Drage's Holborn window this week and will remain there for a month. The Jack and the Beanstalk display has been arranged by the Textophote Co. Mr. Drake used 6 cwt. of clay in modelling the giant. He has provisionally patented a new method of modelling in hard substance which is not affected by heat or cold, but closely resembles wax.

# Passing of Mr. Andrews

Another familiar face and figure has disappeared from Fleet Street, where several times a week Mr. George Andrews was to be seen. Mr. Andrews passed away last Monday week at King's College Hospital, Denmark Hill, after a week's illness, in his seventieth year. For nearly forty years Mr. Andrews was in the service of the Lincoln's Inn office of Messrs. G. Street and Co., Ltd., where his genial nature, his deep voice and hearty laugh made him a favourite with callers. Since his retirement on pension a few years back, Mr. Andrews made a practice of visiting Fleet Street frequently, where he kept in touch with many old friends and was ever anxious to hear the news of the Street. In the district of Camberwell, where he lived, he was keenly interested and took an active part in its political, municipal and social life. Mr. Andrews, who spent his school days at Malines, in Belgium, had a great affection for that spot, and last summer, accompanied by his daughter and a grandson, paid a visit to the scenes of his boyhood.

### Cigarette Cards in Paris

Cigarette cards, hitherto unknown in Paris, have appeared for the first time in packets of popular French eigarettes.

New Campaign Coming
The Hoylake and West Kirby Advertising Committee are making plans for a big publicity campaign next year.

TALKED OF THIS WEEK



The first advertisement that has appeared for an old firm in 114 years.

# £1.390,387 Tobacco Profit

The accounts of Carreras, Ltd., show a balance of £1,390,387. The directors recommend a final dividend on the ordinary and "A" ordinary shares of 35 per cent. (7s. per share), free of income tax, making 50 per cent. free of tax for the year. The balance carried forward is £921,153. Out of this balance it is proposed to capitalise £300,000 and to distribute bonus shares in the proportion of one bonus share for every two ordinary and/or "A" ordinary shares held by shareholders on January 6, 1927. This will leave a net carry forward to next year's accounts of £621,153.

F.B.E. and Research

The Fellowship of the British Empire, an outcome of the Wembley Exhibition, has done splendid work for Imperial research and publicity. Amongst its works are numbered a grant of £100 towards Empire food demonstrations, which did excellent service at Wembley, and grants of £250, £105 and £105 respectively made to the governments of Canada, India and New Zealand for the benefit of research students in Britain. Empire Fellowship, a monthly magazine issued by the Fellowship, deals with all types of Empire development, and runs to 42 pages.

#### The Time to Call

Messrs. A. J. Wilson and Co., Ltd., inform us that owing to pressure of business and the recent reorganisation of the service department it has been decided that representatives of the Press will be seen on Thursdays only between 2 and 6 p.m.

# Changes at Thos. Cook and Son

Mr. C. Lawrence, after 33 years as head of the advertising department of Thos. Cook and Son, Ltd., is resigning his position. Mr. K. R. Shrewsbury, who has been with Mr. Lawrence for 18 years, has been appointed his successor. Before joining Cook's, Mr. Shrewsbury was for nine years with C. Mitchell and Co., Ltd. It is interesting to note that in his new position he will have the help of Mr. Nelson Allen, late of Allied Newspapers

#### T. B. Browne Dinner

On December 3 the annual gathering of the staff of T. B. Browne, Ltd., took place at the Hotel Cecil. The chairman, Col. T. B. Browne, was in the chair, supported by all the directors. There were no less than twelve members of the staff present with over 30 years' service to their credit, four more with over 20 years, three with over 10 years. It had been possible to have present at the last two dinners the manager of the company's New York branch office, and on this occasion the manager of the Sydney branch office and the company's representative in Paris were persent.

#### I.S.A.C. Exams.

The Incorporated Society of Advertisement Consultants have made arrangements for the third annual examinations in the Principles and Practice of Advertising to be held at King's College, University of London, in March next year. The Intermediate will be from 3 to 5 and 7 to 9 p.m. on Thursday, March 24, and the Final at the same hours on Friday, March 25. Already 40 men have been certificated. The Council have again agreed to allow any candidate residing over 100 miles out of London to sit for half fees.

### Sabazia Social Club

Great success attended the entertainment organised by Saward, Baker and Co., Ltd., and held at Macfisheries Restaurant, Temple Station, on Friday evening, which attracted a record attendance for the club. After a few dances the "skit" revue "Sales Sabazia!" a "home-made" production, was presented and proved to be most amusing. The cast consisted of Miss Deadman, Miss Vaughan, Miss Witcher, Mr. Harford, Mr. Dixon, Mr. Crews, Mr. Haylett, Mr. Butler and Mr. Grant, while Miss Cross was in charge of the music, assisted by the Derrington Syncopated Orchestra, who also played for the dances. Many other "turns" were given and the potato race proved unexpectedly popular.

# Advertise to the Workers in the World's Pictorial News

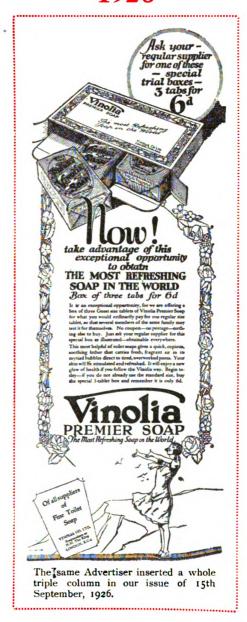
The Paper that goes out of the beaten track

# 31 Years' Campaign in The Daily Chronicle

1895

THE DAILY CHRONICLE FRIDAY, FEBRUARY 8, 1895 SOAP. VINOLIA ESPECIALLY PREPARED IRRITABLE DELICATE. SKINS. SOLIA CREAM A PROPERTY OF SHAPE AND LEA DESTRUCTION in percent OR CHARGE TOWNER MANY. DE COURS POLICE BUILDS d Children The county property and a factor of the county and - COMMEN The same status stat ditte not per. COLUMN PROFES PARTIES AND ADDRESS OF THE PARTIES AND ADDRESS O American management of the American residence of the contract -V COLLA SECTION Votes services THE PARKS V HOLES DESCRIPTION NAME OF TAXABLE PARTY. a posses de Named of TOPICS PORCH Lat room BLONDRAU ET CIE. BYLAND BOAD, LONDON, N.W. "THE DAILY CHRONICLE" carried ITS FIRST FULL PAGE DISPLAY advertisement on the 8th February, 1895, more than 30 years after its foundation.

1926



The Daily Chronicle

LONDON: Fleet St., E.C.4 Telegrams: "Muniare Fleet London." Telephone: City 9330.

Andrew Milne Advertisement Manager

LEEDS:
34, Trinity Street
Telegrams: "Unalloyed Leeds."
Telephone: Leeds 26222

#### Readers From Our Letters

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

Old Advertising Song

SIR,-I regret to notice in the Press this week that an old comedian-Mr.

Harry Nicholls-has passed.

I wonder how many of your readers remember-I mean those who, like myself, are very much interested in the clever Mustard Club advertising—that Mr. Nicholls 40 years ago wrote and sang a song entitled, "Put a Plaster on my Chest." The refrain of this was:—

"Ask for it, and see you get it,

---- Mustard is the best."

I offer this memory to the members of

the Mustard Club.

T. BRANDON,
Director, Printing-Craft, Ltd.

# "On Copy"

SIR,—When I addressed the Regent Advertising Club on "The Elements of Good Copy" I anticipated that my views Good Copy" I anticipated that my views on certain styles of copy would raise strong opposition, for I realised that in attacking what was fashionable I was inviting criticism. My satisfaction at finding that the younger and keener advertising men and women of the Regent Club did net and women of the Regent Club the not disagree with me was blended with a fear that my onslaught on highbrow advertising had not "got home."

My fears vanished when I read with unusual pleasure "Jon D'Esterre's"

unusual pleasure "Jon D'Esterre's" letter in last week's Weekly. The unusual violence of his attack, and the substitution of personal abuse for argument, would call for comment in a signed letter, but in, what is, I presume, an anonymous letter I have no doubt they will be accepted by your readers at their true value. To me, those methods provide the best possible proof of the

effectiveness of my criticism.

"Jon D'Esterre's" questions seem unnecessary rather than pertinent, and are easily answered. With reference to the first, by "Impressionistic" copy, I mean that which consists mainly of impressions, rather than facts, for example, the extraordinary piece of copy issued in connection with the Regent Street Campaign, referring to that street as an overflow of Mayfair.

As far as the second question is concerned, I pointed out in my address the difficulty of ascertaining the results of trade advertising generally and said "Those advertisers who have used impressionistic copy are almost all national advertisers who have firmly established their products by realistic advertising, and the effects of the newer methods are not easily discovered."

Thirdly, I used the word "highbrow"

in the generally accepted sense-not of interest to, or understood by the general public.

I would point out that far from being "self-elected" I was invited by the Regent Advertising Club to address its members. Further, if your correspondent had read your report carefully he would have noticed your footnote explaining that you were quoting extracts from my paper, and perhaps realised that my critical remarks were merely additional to and illustrative of the main part of my paper, which was of necessity analytical.

#### H. COLIN EDGELL.

Mr. Edgell is mistaken in supposing that Jon D'Esterre was a nom de plume for the letter which appeared last week.— Ed., Advertiser's Weekly.]

### "Dots and Commas"

Sir,—His " malicious amusement " has led " Eritas " into some slight exaggeration. The only point in my article which he has criticised is my omission of the comma in the phrase "Hullo old boy." This he now describes as "kindergarten atrocities which violate the first principle of selling-that of making the message

clear to the prospect." Really, really, "Eritas," in championing correct grammar, has provided me with some amusement in return; notably by the glaring grammatical error in his first letter ("The concurrence of the vowels create what is known as an hiatus") and the orthographical one in his second effort ("Orinico" for "Orinoco"). I am also surprised to find that so precise a grammarian commences no fewer than four sentences with a conjunction; evidently, despite his condemnation, he has discovered how effective such a departure from strict grammatical practice can be.

Should "Eritas" write the article which he suggests, I hope he will emerge from anonymity and give us the chance of attaching to his opinions the importance which (I have no doubt) his reputation warrants.

# WILFRID W. TISBURY.

[This correspondence is now closed.—Ed., Advertiser's Weekly.]

# " Origin of Community Advertising"

SIR,—Mr. Ernest Morison was not quite correct in stating to the Colwyn Bay Advertising Association, as reported in your last issue, that Blackpool commenced to advertise in 1897, and that the Isle of Man was first in the field by three

The Royal Charter of Incorporation was granted to Blackpool in 1876, and one of the earliest tasks undertaken after the control of local finances had been vested in a Town Council was the promotion of a Parliamentary Improvement Bill. In that Bill the Corporation sought powers to levy a rate of 2d. in the £ for advertising purposes, and obtained those powers when the Bill became an Act in 1879not 1899 as suggested by Mr. Morrison. I think that Blackpool can, therefore, claim to have been the real pioneer in this direction.

It will be of interest to advertising men to learn something of the results. Since Blackpool commenced to advertise the resident population has increased from 10,000 to 90,000; the rateable value from £98,000 to £1,010,000; and the annual number of visitors from a few thousands to as many millions.

# WILLIAM FOSTER,

Borough Advertising Manager, Blackpool.

### Blackpool or Man?

SIR,-Mr. Ernest Morison is reported in your issue of December 3 as stating that "Blackpool must be credited with the first pioneering work (in connection with advertising) because so long ago as 1897 they commenced to use posters," etc.

I may point out that the Board of Advertising for the Isle of Man is constituted under the Isle of Man Advertising Act of 1894. A local Advertising Committee, working on a voluntary basis, carried on for several years prior to that

It was, in fact, partly as the result of the operations of that Voluntary Committee (which was the pioneer of British Holiday Resort Advertising) that an official inquiry was held which led to the institution of an Official Advertising Board under the Manx Government.

# W. A. CLAGUE,

Secretary, Official Information Office for the Isle of Man.

# Church and Publicity

At a conference on church finance at Ilford, Mr. L. J. Hodgson deplored the lack of faith in raising money for the church. He said no less than £12,000 per week was offered for cross-word puzzles, football coupons, and selecting the winner of the 3.30, and it was absolute humbug to say they could not raise money for the church. They must learn the value of publicity and should advertise more.

The parish magazine, he added, had no punch in it.





# NOTES & **NEWS**

Publicity Club of London-Advertising and Religion

At the Hotel Cecil on Monday, Dr. Alexander Irvine gave a talk that gripped his audience by reason of its informative character and its strong delivery. must have been a splendid lesson to the members of the Public Speaking Section.

At present, he said, churches' announcements occupied only a half-column of closely-packed type in some of the papers. Many people would travel miles to hear a really good lecture or a stirring sermon, but they had no means of finding out where they were being delivered. People up from the country or from abroad could not discover the whereabouts of the churches they wished to visit, nor whom they were likely to hear when they had "tracked them down."

"It appears to be the prevailing opinion," Dr. Irvine said, "that to advertise religion is undignified. People say that it savours of sensationalism. the central figure of the New Testament is the most sensational character in history. It requires only to bridge the gulf between this inordinate modesty and imagination.

"I once asked a New York bank director why the American banks, with their colossal capitals, were the worst advertised institutions in the world. My friend turned to me and asked 'What about the churches?' I had to admit that it was an even draw! Why is it?

"If we are going to write copy about religion, we must get the leaders of religion to help us. We must first of all get them interested in advertising.

Dr. Irvine compared British church advertising with the advertising in America of sects and cults—applied psychology, New Thought, Faith Healing, and so on-who take up two full pages with their advertisements in the Saturday editions. He pointed out that advertising of religion need not have scare headlines and catch-penny themes.

The lecturer concluded with an appeal to the younger members of his audience not to think that everyone was born with a certain amount of imagination and that they could not gain more. Imagination was a thing that could be cultivated—and imagination would enable them to put emotions and stirring sentiments into coldblooded print.

### Manchester Associate Section-Whist Drive and Social

The members of the Associate Section of the Publicity Club of Manchester are to hold a grand rally at the Kingston Café in Mosley Street, Manchester, on Tuesday, December 14.

This rally is to take the form of a whist drive and informal chat over refreshments, followed by an entertain-ment in the way of songs, etc. The

#### WHAT'S ON

Leeds, Friday, December 17, Queen's Hotel, 8 p.m., Mr. Ernest Morison (Hull), on "Why Britain is Losing its Dominion Markets."

Regent.—Caxton Hall, 7.30 p.m., 'ednesday. "The Will to Buy," Wednesday. "The Mr. R. J. Bartlett.

Newcastle - on - Tyne. — County Hall, 7.30 p.m., Monday, "Advertising in Its Relation to Window Dressing," Mr. J. Wallace Black Mr. J. Wallace Black.

Oxford.—Tuesday, Ladies' Night. Four Papers by lady members on "How I Would Improve Drapery

Advertising."
Glasgow.—Grosvenor Restaurant, 1 p.m. to-day (Friday). "Glasgow as One Great Business," Mr. Stuart A. Hirst.

idea behind the rally is to bring all members of this new branch of the Manchester Publicity Club together, so that they may know one another better and thus derive mutual benefit in the interests of advertising. It is also a wind-up for the year 1926 and an opportunity to broadcast to the members the policy for 1927.

This rally is open to anyone interested in publicity and as the space at the café is limited, early application to Mr. M. Cox, Secretary (Associate Section), 20, Walton Road, Altrincham, Manchester,

is desired.

The committee would be very glad to hear from any firms who would like to send them a selection of advertising novelties for distribution at this function.

Women's Advertising Club of London
—Industrial Peace Hopes

Mr. Frank Hodges, addressing the Women's Advertising Club of London, on Tuesday, on "The Truth about the Coal Stoppage," struck a decided note of optimism for the future prosperity of this country if a sane basis of understanding can be established in the industrial world.

The Trade Union Congress, in April of this year, had made the mistake, said Mr. Hodges, of believing that the Government, after being severely criticised for granting the £23,000,000 subsidy, would yield to the same tactics to which they had yielded nine months before. The had yielded nine months before. majority of the delegates didn't want the coal stoppage, which Mr. Hodges described as the most shattering thing that had ever happened to Britain. The general strike was an example of how, by a departure from a solid understanding of economics and a scientific knowledge of industry for propaganda, the nation could lose its wav

One of the most serious results of the

coal strike had been the attempt of foreign countries to capture our coal trade. Germany, Poland and America had all succeeded in capturing a substantial proportion of our overseas markets, and Germany had also been extending her iron and steel trade in traditionally British markets. had to start all over again regaining this lost trade. Meantime, we had lost in wages, in the coal industry alone. £60,000,000, in foreign trade, sums variously estimated at £150,000,000 and £200,000,000. It was doubtful if we should ever be able accurately to estimate the total loss. He thought £500,000,000 would be well within the mark.

It was a serious thing for the prosperity of this country that our total annual export of coal had fallen, since 1913, from ninety million tons between fifty and sixty million tons. we were to improve our general standard of living and our business conditions, it was imperative that we should have our share in the increased consumption of any world commodity.

One thing that we could learn from this great strike was that the idea of war in industry was the most impracticable that had ever been fashioned. Real prosperity demanded increased production and increased distribution. There was and increased distribution. every reason to expect prosperity for the coal industry during the next two years if we could have industrial peace.

The greatest mistake that the workers had made was in trusting to the propagandist rather than to the administrator; the time was coming when the administrator would again have to take the reins of office and government.

Lady Rhondda, who was present at the meeting, took part in an interesting discussion which followed Mr. Hodges's address. A vote of thanks to the speaker was proposed by Miss Bruen and seconded by Mrs. Comerford. Miss Sangster pre-

### Regent-The Art of Advertisement Make-up

At the meeting of the Regent Advertising Club held on Wednesday last week, Mr. Andrew Milne, Advertisement Manager of the Daily Chronicle, gave an address on "The Art of Advertisement Make-up." Mr. H. G. Saward presided.

Mr. Milne pointed out that the subject was one of direct interest to every buyer and filler of space, and that in discussing the matter of make-up we had to appreciate first of all the point of view of the reader. Upon this subject the speaker enlarged upon the necessity for well-balanced paper, light style of setting, and the fact that the public buys the paper for its news, and, therefore, news headings must not be dominated by advertisements, and that we must have an equal distribution of news and advertisements. In short, the advertisement

(Continued on page 418)

# The Sunday Journal of the well-to-do



EACH of the above have been outstanding successes from their inception, and are consistently used by the most prominent advertisers in the Radio Field.

Under the new Proprietorship, "MODERN WIRELESS" and the "WIRELESS CONSTRUCTOR" will maintain a high standard of efficiency both on the editorial and productive sides.

"POPULAR WIRELESS" (for which we have been Sole Advertisement Agents since the first number), establishes this week a record in Radio journalism in this Country, the Christmas Number consisting of 112 pages for 3d., and carrying 67 pages of paid advertising.

A representative will call at any time.

EHIU

# JOHN H. LILE Ltd.

SOLE ADVERTISEMENT AGENTS.

4 LUDGATE CIRCUS LONDON E.C.4

Phone: City 7261.

# CLUB NOTES — (contd.)

columns must attract the reader and not repel.

In arranging the advertisement make-up of a big national daily, the speaker pointed out that it was necessary to see that the small advertisements and singlecolumn advertisements should not be dominated by the large size. On the other hand, triple column spaces— which seem to be more popular these days—should receive the full benefit from the point of view of position.

The heavy style of advertisements should make the base of the column, and that in his opinion triple column advertisements should not be placed over other triple column announcements. Never should triple column advertisements go over double column, because it made

the whole look top heavy.

The question of the style of the copy frequently made a good deal of difference from the point of view of position. Light style was usually placed on top. Well set advertisements were invariably placed together. Light advertisements must not be "backed" by heavy ones. Adver-tisements showing illustrations clipped off should be placed at the bottom. Heavy blocks should not head the page. Faces should look inwards to the page. It was important to see that the right advertisement was inserted on the right page.

Coupon advertisements should not back " each other.

Mr. Milne pointed out that the sudden cancelling of insertions, lateness of arrival of copy and blocks, etc., sometimes necessitated juggling and rejuggling the make-up six or seven times.

Mr. Milne showed practical specimens of the various points he had brought out.

During the discussion which followed,

Mr. Horace Imber said it should be the idea of the newspaper to give both its readers and its advertisers a fair deal, and this could only be done by carefully laying down well-planned rules which should be strictly adhered to.

Regent-Visit to the "Daily Sketch"

A party of members of the Regent Advertising Club paid a most enjoyable and instructive visit to the Daily Sketch at Gray's Inn Road, on Friday last, December 3. After tea at 7 o'clock, the party were conducted right over the building, each different process being fully explained.

Bradford-Annual Whist Drive and

The members of the Publicity Club of Bradford held their second annual whist drive and supper dance at the Midland Hotel, Bradford, on November 25, when over 160 members, with their wives and

friends, spent a most enjoyable evening. Whist and dancing before supper attracted about equal numbers, the prizes

being won by the following:

Ladies: Mrs. Werry; 2, Mrs. L. Brown; consolation, Mrs. Barber. Gentlemen: Mr. P. Williamson; 2, Mrs. Green; 3, Mrs. Hartley.

Before supper was served there was a distribution of surprise gifts, for which the club is indebted to the following firms.

Messrs. Rowntree and Co., Ltd. (chocolates); Bottomley and Sons, Ltd. (toffee); W. and H. Heaton (Klinkos cough sweets); D. and W. Gibbs, Ltd. (cold creams and dentrifrice); J. Lesquendieu, Ltd. (Eclador nail polish); Goodall, Back-Ltd. (Eclador nall polish); Goodall, Backhouse and Co., Ltd. (G.B. Sauces); Bourjois and Co., Ltd. (scented fans); Ponds Extract Co., Ltd. (vanishing creams); R. and J. Hill, Ltd. (Sunripe and Spinet cigarettes); Carr's Biscuit Company (biscuits); "Yorkshire Evening Argus" (novelties); Millett and Co., Ltd. (mirrors); and Stephensons, Ltd. (floor

# Newcastle-Visit of Glasgow Club

Genuine Tyneside hospitality was extended to members of the Publicity Club when they paid a visit to the Advertising Club of Newcastleon-Tyne and District last week. visitors were entertained to lunch at the Station Hotel where there was a representative company of Newcastle's leading citizens to meet them. Mr. Lorne C. Robson, President of the Newcastle club, proposed the toast of "The Guests." Although the Tyne was not at the present actually full of work, he said, it was He mentioned that they were North-East Coast great North-East planning a Industries Exhibition to be held in Newcastle in 1928.

The Lord Mayor of Newcastle (Councillor Arthur W. Lambert) who is also a Vice-President of the Newcastle club, said that he looked upon the advertisers of the district as "the spear head of progress" in commerce, and he realised the extreme value of consultations and cooperation between the advertisers of

the city and district.

Mr. Alexander McKenzie. President of the Glasgow Publicity Club, assured his hosts that they would look forward to another visit to Newcastle when the exhibition matured, but meanwhile they would anticipate a visit from members of the Newcastle Advertising Club.

After luncheon the visitors paid a visit to Messrs. Fenwick's emporium in Northumberland Street, to the works in connection with the new high level bridge that is being built across the Tyne and to the offices of the Newcastle Chronicle, Ltd. At the newspaper office they were received by Mr. Edward Tebbutt, the managing director, and Mr. Victor Berry. They were conducted round the various departments and they saw an edition of the Evening Chronicle go to press.

In the evening the Scottish visitors were the guests at the Newcastle Club's first annual dance. There were about first annual dance. 300 dancers and they were received by Mr. and Mrs. Lorne C. Robson.

# Leeds-Spirit of a Publicity Club

Mr. Andrew Milne gave a forceful and illuminating talk on Friday last on "The Spirit of Publicity Club Work." Mr. Stuart A. Hirst presided. Mr. Andrew Milne gave some very interesting particulars of club work in London and other parts of the country.

There were twenty-six phases in advertising, each requiring expert technical knowledge, and if these phases were properly interlinked in a well-organised club, it must definitely establish a higher standard in the advertising profession. The psychology and the tastes of the public were constantly changing, were the methods and tendencies in our own business, and as a result it was essential for advertising men and women of all phases to meet and talk. In this way all advertising and selling men were enabled to keep up-to-date in fact, ahead of the times. Hence the vital necessity of advertising clubs to our business

Mr. Milne had many good words to say about the Leeds Publicity Club, and drew attention to the value of the work of both the Leeds and Bradford clubs in the first British Advertising Convention which was held at Harrogate two years ago, and which was such an outstanding success. He recognised that in co-operating the advertising profession with the local municipality, the Leeds Club and the Cardiff Club were leading the whole country in their activities and

vigour.

"Publicity clubs," he said, "will get so big in the future that of necessity

"" have to be solit up into specific sections, such as copy-writers, posters, etc., etc. A club can be too big and unwieldy and that cannot be helpful to advertising. The future of British organised advertising is based on the publicity clubs of this country. Federations, societies and the like are only concerned with the inner politics of their businesses, but publicity clubs are concerned with the propagating and bettering of advertising. There are three things of of advertising. There are three things of importance: National problems, such as selling British goods; the domestic problem; and the technical problem. Here is where we all have to do real hard work."

Mr. Milne referred in eulogistic terms to the ADVERTISER'S WEEKLY, which he said took such a very keen interest in the club movement, and was always

helpful in many ways.

# Publicity Club of London—Clever Folder for 1927 Gala

An excellent folder has been put out by the Publicity Club of London for their 1927 "Good Luck" Gala next month. Capital has been made in the layout of the figure seven—the time for the Gala to commence, the day of the month and the number of the year. The inspread is headed "Your 7th Heaven. The inside

The way in which every section of the profession is rallying round the club movement is shown by the fact that the illustrations were presented by the Norfolk Studio, the blocks by Mr. Carl Hentschel and the paper by Messrs. Barton's Paper and Cardboard Company.

fast Celearai

READ IN THE HOMES OF NORTHERN IRELAND.

# onthly--and then a MONTHLY

# H) & (+

# and THE COUNTRY ESTAT

A few important firms who advertise in "GAME & GUN and The Country Estate."

Henry Heath, Ltd. Studd & Millington, Ltd. Army & Navy Stores. William Baker & Co., Ltd. (Oxford Sectional Bookcase). Elvery's, Ltd. 
Car & General Insurance. Martini Vermouth. Country Gentlemen's Association. Spratt's Patent, Ltd. Bayliss, Jones & Bay-Royal Mail Line.

Swan Fountain Pens. A. Carter & Co., Ltd. Acetylene Corporation. Reith & Anderson. Walker, Frazer Steele. Anglo - American Oil

Sudan Government.

Booth Line.

Tom Hill. H.M. Eastern African

Dependencies. Saltoun Fur Farm,Ltd. And all the leading gun, rifle and cartridge and manufacturers suppliers of sporting goods and equipments.

# ADVERTISEMENT **CHARGES**

£20 0 Whole Page £10 10 Half Page .... . . . . .... £5 15 Quarter Page .... £3 Eighth Page ....

SPECIAL POSITIONS: £20 Front Cover (2 Col.) .... .... .... £25 Outside Back Cover .... .... £12 Half Page .... £8 Third Page .... £6 Ouarter Page .... ....

**GENERAL INFORMATION:** 

**ORDINARY POSITIONS:** 

Sizes of Spaces. Inches. 9 x 7 Page.... 4½ x 7 1-Page (across) .... 9 x 3\frac{1}{4} 1-Page (upright) ....  $4\frac{1}{4} \times 3\frac{1}{2}$ -Page  $\begin{array}{c} x & 3\frac{1}{2} \\ x & 2\frac{1}{8} \end{array}$ -Page .... -Page (upright) .... 7 x 3 3-Page (horizontal)

Last date for Copy - 25th of month preceding issue. Correspondence should be addressed to:-

The Manager,

and THE COUNTRY ESTATE, 24/5, Fenchurch Street, London, E.C.3.

"GAME AND GUN" IS A SUITABLE ADVERTISING MEDIUM FOR THE FOLLOWING :—

Auctioneers and Estate Agents Art and Antique Dealers Acetylene Gas Plants and Central Heating Artesian Well Makers

0

Barometers
Breeches Makers
Bag and Trunk Makers
Booksellers and Print Sellers
Bootmakers (Sporting and Military)

Cigar Makers and Importers Cartridge Makers Coach and Carriage Builders Colonial Governments

Decorators Disinfectant Manufacturers

Electrical Engineers First Aid Cases
Fishing Rod and Tackle Manufacturers
Furniture

Furniture Fencing and Wood Preservatives Filters

Garden Furniture Goldsmiths and Silversmiths Gun Makers Game Books and Sporting Registers Game Farms Glovere

Glovers Golf Accessory Makers Hotels

Hosiers and Outfitters Harness Makers Horticultural Engineers

Livery Outfitters Ladies' Tailors and Habit Makers Motor Car Manufacturers

Poultry Breeders Polo Club and Ball Makers Shooting Grounds and Schools Sanitary Engineers Sectional Book Cases, etc. Shirt and Collar Makers Shipping Lines

Taxidermists
Umbrella and Shooting Seat
Makers
Waterproof Garment Makers
Wines and Spirits
Whisky Distillers
Whip and Stick Makers
Watch Makers and Jewellers
Wireless Manufacturers

Game & Gun COUNTRY ESTATE—The Quality Medium

# Publication Notes and News

## 76 Columns of Advertising

The Cleckheaton and Spenborough Guardian last week consisted of twenty pages (140 columns) and carried no fewer than 76 columns of advertisements.

## 56-Page Special

The Christmas Number of the Saturday Review contains 56 pages, including some 25 pages of advertising. There is a specially designed cover in three colours by George Sheringham.

### Killing Superlatives

Service, the organ of the Goldberg Advertising Agency, Ltd., carries this month a very interesting article on "Say it Without Superlatives—How the Advertiser can help the copywriter kill exaggerated language."

### Useful Pocket Book

One of the most useful pocket books issued is that of the British Dyestuffs Corporation, Ltd. It contains both a diary and a note-book. The outside is formed by a season-ticket carrier, while spaces for stamps are cleverly cut out of the leather cover.

### Children Reviewers

In the Literary Supplement to the Spectator of December 4, an interesting new departure is made in the reviewing of children's books by children. Miss Crystal Herbert, the eleven-year-old daughter of A. P. Herbert, of Punch, criticises eleverly in this issue Mr. A. A. Milne's book, "Winnie the Pooh."

# 16-page Book Supplement

On Monday the Sheffield Independent issued with their ordinary paper a sixteen-page Christmas book supplement. It was made up in smaller form, with four columns to the page. Some twenty-six columns of advertising were carried, and well-known literary men contributed reviews.

# New Empire Paper

Mr. L. St. Clare Grondona and Lt.-Col. G. S. Hutchison have joined the directorate of the London Weekly, a new Empire review. The other directors are Lord Apsley, Mr. F. L. McDougall and Dr. L. Haden Guest (editor). Only advertisements of British goods are being accepted. The review will be concerned with the affairs of the Commonwealth of Nations as a whole, and while edited from London, will be so written as to be readable by any educated citizen of the Empire. It is to be a window of Commonwealth affairs. The services of well-known men have been secured as contributors on economics, politics, literary work, finance, drama, sports, and so on.

### Special Motor Number

The *Motor* is publishing on December 14 a special issue in connection with the Scottish Motor Show.

### 60 Pages of Building

The National Builder, which is the official organ of the National Federation of Building Trades Employers, is a monthly magazine, and the December issue carries some 60 pages of advertising.



Beauty in a new poster

## Blackpool's Greetings

Mr. W. Foster has issued a very attractive Christmas card and calendar combined, sending greetings from Blackpool and giving a list of Blackpool's Christmas week attractions.

# A Handy Pencil

The Nottingham Guardian has issued a very handy little nickel-plated pencil to its friends. It is triangular in shape, and one side is in the form of an inch ruler. The names of the two papers are neatly engraved on the other two sides.

# Good Café Folder

Leeds Publicity Service have produced a very clever folder for the Café Imperial, Harrogate. It is printed in two colours, and small, smart illustrations head each page. The copy is written in chatty, interesting and arresting style, and it is a folder that will be read from cover to cover.

### 1927 Car Number

The December issue of Car and Golf deals with new cars and coachwork for 1927. It includes some 35 pages of advertising and the photogravure work is particularly good.

# 4-Page Shopping Supplement

The Western Morning News on Saturday carried a four-page Christmas Shopping Supplement. One page was devoted to Plymouth and Devonport shops, one page to Torquay and Paignton, one page to Exeter, and one page to Harris's Plymouth gift galleries. These composite pages included many columns of advertising.

## Banning the Kilt

An exceedingly interesting 12-page bulletin has been issued by Alec Robertson Motors. Ltd., in connection with the Olympia Motor Show authorities' action in ejecting Mr. Sandy McDougall from the exhibition on account of his wearing a kilt, which was described as fancy dress. All the Press comments are reprinted. Somerville and Milne (Glasgow) produced the bulletin, which is quite unique.

### Wireless Papers' Future

Messrs. John H. Lile, Ltd., have been appointed sole advertising agents for Modern Wireless and the Wireless Constructor, which are now the property of the Amalgamated Press. The Wireless Constructor for February goes to press on December 20. Popular Wireless, for which Messrs. Lile have been sole advertisement agents since the first issue, carries 67 pages of advertising in its Christmas Number.

# Advertising Sheffield Wares

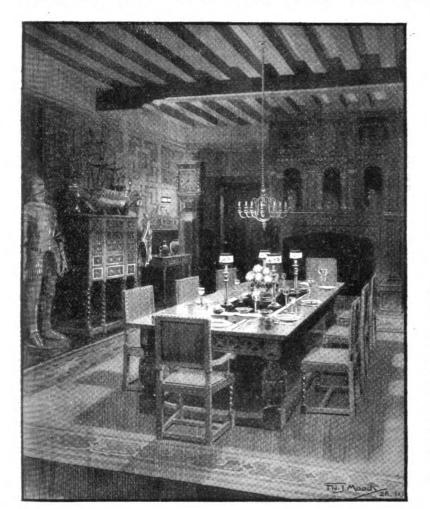
We refer elsewhere to the enterprise of Coles, Sheffield, in making an exhibition of the town's manufactures in the windows of the firm's new premises. This exhibition has prompted an article from a representative of the Yorkshire Telegraph and Star suggesting that such a display should be permanent. In another article, Bishop Lloyd, of Saskatchewan, who is visiting Sheffield, asked, "Why cannot English manufacturers of all classes of goods join together and put a regular chain of retail stores for all their various manufactured goods right across the Dominions?

# "Key to London"

The Key to London, just published by the American Information Bureau, is a fine piece of informative work, which should keep our friends "across the water" in touch with everything that is happening in London Town. It consists of 160 pages, fully illustrated, giving details of the latest social, business, travel, theatrical and fashion notes, and so on. Mr. A. M. Samuel, M.P., pays a warm tribute to the work being done by the Bureau. The advertisement pages are well supported.

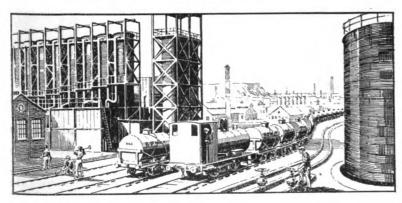


BROCKHURST STUDIOS, Ltd., 16a, Sosho Square, London, W.1.

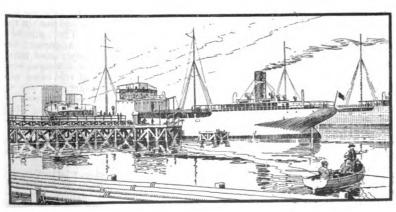




WAS ever a man so mis-named? The essence of Geniality tagged with the title Moody! We couldn't stand it in the Studio, so someone called him Mud and it stuck. His smile makes you forget his youth and remember yours—when uncle patted your head and slipped shillings into eager palms. A demon for detail and period—particularly in furniture and industrial subjects. A thoroughly fine commercial artist—the soul of punctuality—who finds furniture, both Period and Modern, essentially inspiring.



Geniality spells good work—especially with Artists. Note how the characteristic keeps cropping up in these sketches of Brockurst specialists. In this important organisation men are *alert* to fill your every art requirement, no matter how varied. For further particulars just ring



Gerrard 5881

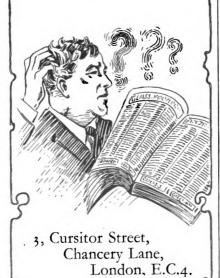
BROCKHURST STUDIOS, Ltd., 16a, Soho Square, London, W.I.



You will not find the telephone numbers in the Directory, because they are not They there yet. are:-

# HOLBORN-0861 0862 0863

of Make a note these-You will want them.



# urrent Advertising

Smith's Agency, Ltd., have be booking in the dailies for L. V. Pickles.

W. M. Publicity Service, Ltd., are handling business for C. A. V. Radio.

Service Advertising, Ltd., are placing for Brandes' Ellipticon Loud Speaker.

G. Street and Co., Ltd. (Serle Street), have been booking in the illustrateds for the Misses Allen-Brown and for the Dinkie Safety Razor Set and Preston Shingle Brush.

Publicity, Ltd., have renewed advertising for Molassine Dog Biscuits.

Brockie, Haslam and Co., are handling for Young's "Mountain Dew."

Roebuck Service is placing in the large circulations for Gramophone Manufacturing Co.

Aldwych Agency, Ltd., have business in hand for Ludgate Gramophones and Records.

Advertising and Publicity, Ltd., have given out for Everitt Press Manufacturing

Smedley Service (Stoke-on-Trent) are handling a scheme for Shelley China.

London Press Exchange, Ltd., have increased newspaper displays for J. W. Benson, Ltd., and have business on hand for Leabank Motor Houses.

Barker, Drabble and Co., have been

booking forward dates for Ner-sag.
Parr's Advertising, Ltd., are placing
for Pelican Wireless Sets.

Hannaford and Goodman, Ltd., have recommenced giving out for Welbank's Boilerette.

John Haddon and Co., have been booking large spaces for new eigarette lines of Wills' and Player's and putting out new business for Hovis.

Herbert Greaves, Ltd. (Manchester) have new advertising in hand for Three Knots Hosiery.

Barker, Drabble & Co. are placing further business for Fletcher's Tomato Sauce, and College confectionery.

Dorland Agency, Ltd., has been handling for Royal Daylight Oil, Frederick Hotels, and have been placing further business for Wakefield Castrol Oil, United States Lines, John Murray and Co., W. Jelks and Sons, Butywave and Eugene.

Greenly's, Ltd., are handling a new appropriation for O.K. Sauce.

Walter Judd, Ltd., have newspaper advertising in hand for Truman's Barley

Wine.
C. Vernon and Sons, Ltd., are again placing in the dailies for Abbey Road

Cociety and Seelig's Toys.

Building Society and Seelig's Toys.
Wilfred Scriven, Ltd., have business in hand for Shirley Wools.
J. Walter Thompson Co., have been

booking new advertising for Sun-maid Raisins, and are handling displays appearing for Buxton Keytainer.

Nash and Alexander, Ltd., are handling

an appropriation for the Metlex Wallplug. Vickery, Kyrle and Co., Ltd., have been

booking space for Pathe Baby Cine. Engineering Publicity Service, Ltd., have extended advertising for Fellowes Wireless.

Crossley and Co., Ltd., are now giving out for Edison Bell Radio.

D. C. Cuthbertson and Co., Ltd. (Glasgow) have been placing new advertising for the Standard Life Assurance Co., of Edinburgh.

Osborne-Peacock Co., Ltd., are handling a Christmas appropriation for Electrolux.

Imperial Agency has business in hand

for the Barling Pipe.
Fredk. E. Potter, Ltd., have increased advertising for Waterman's Fountain Pen and renewed for Peterkin.

Imperial Agency are issuing orders for Barling pipes, Orion suction sweeper and "Uvral" machine for artificial sunlight treatment.

Dorland Agency are handling the advertising for the new Ediswan R.C. Three-some Wireless Set.

# Strong and Weak Points in Industrial Designing

Comparison with Other Countries-Giving a National Twist-Work of Manchester Poster Artists

PENING an exhibition of posters and textile designs by Mr. A. Paxton Chadwick, the Manchester artist, on Friday last, Mr. K. Russell Brady, publicity manager of the Manchester Ship Canal, said there was for the most part a general lack of spontaneity about British industrial art, and this might be due in a measure to the fact that there was no peasant art in this country, no free and characteristic national fountain of ideas or shapes and colours.

From this point of view the Scandinavian countries had the advantage of us, and Italy and France, with their lively Latin artistic temperament, had the advantage of us also. We excelled in the shape and design of many utilitarian things and were weakest in applied decoration.

In the matter of industrial design we might be compared with Germany. We collect our inspirations from the world and endeavour to give them a national twist, but we do not assimilate quite as well as Germany.

An exception might be made in the case of wallpaper, where we do excel, having turned Chinese and French influence into

characteristically British channels.

No one could think of applied design without thinking of textiles and Manchester. One inclined to the opinion that the position here was not very healthy. reason for the indisposition was not very far to seek—Lancashire was largely copy-ist. Textile design in Lancashire was in the hands of salesmen, and not in the hands of the artist. The salesmen suffered from two very apparent disabilities. One was a firmly rooted belief that his business opponent's designs were better than his own, and the other was that the best way to ensure sales was to get as near as might be, without in-fringing copyright, to something that already proved itself a good seller. It was different on the Continent; there the artist was the dictator and that was why Paris produced the freshest designs and led the fashions.

Mr. W. Maxwell Reekie, who was in the chair, deplored the little encouragement given to Manchester artists and designers and said it would surely be in the best interests of trade if they took greater advantage of the excellent work which was available on their own doorstep.



Published by the Commonwealth Review Ltd.

Directors: Lord Apsley, D.S.O., M.C., M.P.; L. St. Clare Grondona, F.R.G.S.; Dr. L. Haden Guest, M.C., M.P. (Editor); Lt.-Col. G. S. Hutchison D.S.O., M.C.; F. L. McDougall, C.M.G.

This new Weekly Review will be of the general appearance of the leading reviews, and will consist of 32 pages, including a 4-page cover in black. The price will be 6d., and the first number will appear on Saturday, January 1st, next. It will be strictly non-party.

Whilst its chief feature will be the treatment of the affairs of the British Commonwealth of Nations as a whole, it will include regular articles, written by well-known and authoritative contributors, on Political and Economic matters, Current Events, Finance, Trade, Science, Dietetics, Automobilism, Travel, Sport, Literature, the Theatre and Arts, and the lighter side of life.

# ITS CHIEF ADVANTAGES FROM AN ADVERTISER'S POINT OF VIEW ARE AS FOLLOWS:—

- (1) No review or journal of its kind dealing with Empire affairs, and covering the ground proposed, exists at the present time.
- (2) It will appear at a time of intensive Empire advertising, and it will accept advertisements of only British and Empire goods.
- (3) Its success is already assured by a guaranteed circulation of 15,000 copies weekly entirely to the "class" reader at Home and Overseas, thus affording a definite merchandizing medium throughout the Empire.
- (4) Edited by Dr. L. Haden Guest, M.C., M.P., it has the backing of a large number of important politicians, of every shade of political thought, as well known in both Houses of Parliament as outside, in addition to many influential business men in the City of London and the Dominions.
- (5) Its advertisement rates are fixed for twelve months, irrespective of the largely increased circulation anticipated as a result of the publicity campaigns that are being conducted.

"THE LONDON WEEKLY" SHOULD BE INCLUDED IN EVERY 1927 PROGRAMME! Early application for space is desirable to the Advertisement Manager, 7, John Street, Adelphi, London, W.C.2.

London Weekly

# The moment you put your foot on South African soil

You will find that "The Homestead" is a household word among the women-folk of that country.

Being entirely a woman's Paper, covering the land from the Zambesi to the Cape, "The Homestead" obtains first place on most South African and Overseas National Advertising lists for household lines.

If your goods appeal to the women-folk of South Africa, "The Homestead" should be your first medium.

Specimen copy and fullest information willingly supplied on request to

SOLE REPRESENTATIVES:

ARGUS SOUTH AFRICAN NEWSPAPERS - LTD.

72 Fleet Street, London, E.C.4

•

# ADVERTISER'S GAZETTE Legal, Financial, and Company Notes and Reports of Interest to the Advertiser

VOLUNTARY LIQUIDATION
[NOTE.—Voluntary liquidations may, in some instances, refer to companies in course of reconstruction.]

The South Wales Journal of Commerce, Ltd.—Resolved November 27, 1926, that the company be wound up voluntarily, and that Mr. R. Leyshon, I.A., 128, Bute Street, Cardiff, be appointed liquidator.

## PARTNERSHIP DISSOLVED

Universal Window-Dressing Contractors (Wm. Sanderson and John Gustave Cayre Castel), window-dressing contractors, Shakespeare Court, Sycamore Street, Sheffield, and branch depots at Hull, Nottingham, Grimsby, Derby and Leeds. Mutual dissolution, November 8, 1926.

### NEW COMPANIES

[Compiled for the ADVERTISER'S WEEKLY by the Information Bureau, Ltd., 140, Strand, W.C. 2.]

Maxwell Agency, Ltd. (217,879).—Private company. Registered December 1. Capital, £2,500 in £1 shares. To acquire the business of the Maxwell Advertising Agency carried on by R. H. Rockliff at 1, Dorset Buildings, Salisbury Square, E.C. The first directors are R. H. Rockliff, A. Lickorish and J. K. Colwell. Registered office: 1, Dorset Buildings, Salisbury Square, E.C. 4.

Monthly Circulars, Ltd. (217,881).—Private company. Registered December 1. Capital £2,000 in £1 shares (1,000 ordinary and 1,000 10 per cent. cumulative preference). Objects: To acquire and develop a scheme devised and initiated by Baron Eric D. de Liebhaber for the compilation and issue of a periodical publication to be called the "Monthly Circular," and intended to be an organ of publicity circulating amongst different categories of professions and trades, and particularly amongst Public and Municipal Authorities and Officials, etc. The first directors are Baron Eric D. de Liebhaber (permanent managing director), and others to be appointed by the subscribers. Secretary: Eleanor Lewis, 4, Moodkee Street, Rotherhithe, S.E. 16.

Abba Electrical Company, Ltd. (217,857).—Private company. Registered November 30. Capital £2,000 in £1 shares. Objects: To carry on the business of manufacturers of, agents for and dealers in electrical appliances and scientific instruments of all kinds, illuminated and other advertising signs, etc. The first directors are T. C. Hurley, J. W. Mackrell. Registered office: Abba Works, Engine Street, Smethwick.

General Engineering Co. (Hucknall)
Ltd. (217,874). — Private company.
Registered December 1. Capital, £8,000
in £1 shares. Objects: To acquire the
business of an electrical engineer and
contractor carried on by G. K. Burrows
at Ogle Street, Hucknall, Notts, as the
General Engineering Co., and to carry
on the same and the business of inventors,
designers and manufacturers of, and
dealers in, automatic and electric, magnetic, revolving, changeable, movable,
coloured, illuminated and other signs,
electrical goods, etc. The first directors
are: G. K. Burrows, W. H. Brown,
H. I. Mellows. Secretary: W. H. Brown.

# We Hear-

THAT there is going to be quite a little boom in City affairs within the next week or two, and among the prospectuses under way is that of the big Imperial Chemical combine; and——

THAT an interesting registration as a public company is that of the business of Prichard and Constance, who have made a big success of the Amami toilet preparations, with a capital of £150,000 in 135,000 10 per cent. cumulative preferred ordinary shares of £1 each and 300,000 deferred ordinary shares of one shilling each; and—

THAT this announcement gives point to the story that has been whispered abroad that a well-known financial group, whose chief interests lie in well-advertised lines, were seriously considering the purchase of the Amami business.

THAT at the end of the year two well-known agencies who have had a working arrangement for several years are going to part company as a combination but continue as separate entities.

THAT Sir Sydney Skinner, who is chairman, entertained a number of Pressmen last week at the new artificial silk factory of the Rayon Manufacturing Co., Ltd., at Ashtead, Surrey; and——

THAT the progress made in the production of rayon indicates that the day is not far distant when under Sir Sydney's expert guidance it ought to become an advertised line of importance.

THAT the London City Corporation have arranged to spend £300 on advertising their crematorium at Ilford.

THAT there is talk of a new beef extract being introduced early in the New Year by a firm of substantial resources in the meat trade who already run "side lines" on which considerable advertising appropriations are allocated.

THAT a small but significant feature of the Empire Marketing advertising is the number of mail-order offers being made of cases of apples and Christmas hampers of Empire fruits; and——

THAT in addition Empire wines and Empire-grown tobaccos are having an advertising boom such as has not been previously known.

THAT Worshipful Master E. G. V. Clark, of the Aldwych Club Lodge, presided at his first regular meeting on Wednesday of last week, which was well attended, and that there is every expectation of the Lodge having a highly successful ladies' night on December 18.

THAT the cleverly advertised business of Mackintosh's Toffee had last year a more profitable one with profits at £90,818, some £30,000 up on the previous year.

THAT the late Mr. Henry E. Moody, who was chairman of the Staffordshire Sentinel and a solicitor of Stoke-on-Trent, left £131,808.

THAT the Women's Advertising Club is going to provide a Christmas entertainment for the children under the care of the National Advertising Benevolent Society—and to see that they get a real good time.

Here is yet another letter received only the day before yesterday from Maurice Keating director of the General Advertising Co.

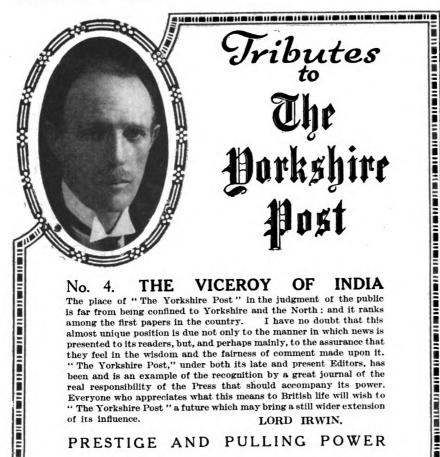
"In reply to your letter we shall not be renewing this advertising for the moment.

I am sure you will be interested to hear, however, that the number of replies received from the DAILY SKETCH was very much greater than those received from any other publication in a list of thirty.

In the future, we shall in all probability use full pages."

All these splendid letters about the tremendous pulling power of the Daily Sketch explain why, during November, this paper beat all its own advertising records—carried twenty-jour pages every day, including Saturday last week, and has already beaten all records for December and for the year 1926!

ULRIC B. WALMSLEY, Advertisement Manager, The Daily Sketch and Sunday Herald Ltd., 200, Gray's Inn Road, W.C. 1.



Tributes

### INDIA VICEROY OF No. 4. THE

The place of "The Yorkshire Post" in the judgment of the public is far from being confined to Yorkshire and the North; and it ranks I have no doubt that this among the first papers in the country. almost unique position is due not only to the manner in which news is presented to its readers, but, and perhaps mainly, to the assurance that they feel in the wisdom and the fairness of comment made upon it. "The Yorkshire Post," under both its late and present Editors, has been and is an example of the recognition by a great journal of the real responsibility of the Press that should accompany its power. Everyone who appreciates what this means to British life will wish to "The Yorkshire Post" a future which may bring a still wider extension of its influence. LORD IRWIN.

PRESTIGE AND PULLING POWER

Telegrams : Tracts, Fleet, London. Use the Telephone: Central 8428-8429. and secure the best Results

Write for Specimen Copies, Rates, Net Sales, and any further particulars desired to the Advertisement Manager, Mr. Charles Arnold, Religious Tract Society, 4, Bouverie Street, E.C.4.

# THE REVIEW of REVIEWS

IS YOUR MEDIUM FOR REACHING THE CULTURED CLASSES.

SPECIAL DISCOUNT FOR SERIES

Three-Colour Printing

SPECIALIST A. CHRIS. FOWLER

6, New Union St., Moorfields, E.C.2

# We Hear

THAT that highly successful business the Meadow Dairy Co., Ltd., which controls the multiple shops known as Pearks' Stores, among the most widely advertised grocery and provision shops in the country, is increasing its capital to £1,700,000 with a view to continue the policy of expansion.

THAT Messrs. Carreras, Ltd., have a new cigarette called the White Eagle, which has big possibilities as an advertising proposi-

THAT London advertising men who have been visiting the provinces return with good reports of the prospects of business and the confidence with which manufacturers are viewing the outlook for next year.

THAT the most-talked-about advertisements of the moment are the "Play titles bottled by Worthington" now appearing in the London dailies.

THAT advertising circles in Dublin are interested in a rumour which has gained currency that a well-known agency in the city will soon have associated with it the services of a former advertising manager of a Dublin newspaper.

THAT the late Mr. Thomas J. Fisher, chairman of Messrs. Eden Fisher and Co., Ltd., the City stationers and printers who in the past placed general advertising, left £24,253.

THAT the Association of Christmas Card and Calendar Manufacturers is again indulging in an advertising appropriation which is but a shadow of that made when the Association was formed a few years ago.

THAT Sir Harold J. Reckitt, Bart., has accepted the invitation to be chairman at the festival banquet of the Commercial Travellers' Benevolent Institution.

THAT Mr. W. T. Day is still on tour in India.

THAT the Irish Free State advertising of a large and very old-established English business is likely to be transferred to a Dublin agency in the New Year.

THAT the Christmas numbers of several important Irish weeklies suggest that there is little, if any, falling off in the amount of business compared with previous years.

THAT the first daily paper devoted to the kinematograph industry will be published in January by a company already interested in trade publications.

# The Mail-Order Medium that pulls-and pulls-and pulls

# We Hear-

THAT Edinburgh is to have a new official guide, and a sum of not less than £500 has been apportioned for this purpose.

THAT the members and friends of the Perthshire Advertiser Golf Club recently held their annual supper in the local Windsor Restaurant, when a most enjoyable evening was spent.

THAT at a recently held meeting of the Tramways Committee of Glasgow Corporation it was intimated that the remits renewed to this committee included the question of advertising on the local tram-cars and on the traction poles.

THAT the staff and friends of Messrs. J. and R. Simpson (newspaper proprietors) held their annual social function in the Mackay Restaurant, Largs, last week, when a most enjoyable evening was spent.

THAT the members of the Publicity Club of London will be the guests of the Regent Advertising Club at their meeting on December 15.

THAT his many friends will be glad to learn that Mr. A. E. Fan, of Nash's Magazine, has been presented with a son and heir.

THAT Mr. R. P. Gossop's new book, Advertisement Design, will be out in

THAT Mr. H. Stuart Menzies has a chapter in *Penrose's Annual* on his particularly individual style of advertising, in which he discloses the fact that many of Fortnum and Mason's customers collect the Commentaries and bind them in hand-tooled leather!

THAT the Regent Club annual dinner on Wednesday night was a great success and will be fully reported in the next issue of the WEEKLY.

THAT leading British textile manufacturers will be exhibiting at the Leipzig Fair next March.

THAT the folder put out by the Publicity Club of London for its Gala has been much talked of this week.

THAT Sells' Social and Sports Club are holding a Christmas Dance at Victory House on December 14, and Pool's a Christmas Carnival Dance at Lever House Restaurant on December 21.

## PUBLICITY MANAGERS TO ALL

try

# this

test

WITHOUT WARNING call in your staff one by one and ask each to name the advertisements they have noticed in their morning newspaper. The result may surprise you. IT'S READER INTEREST THAT COUNTS.

Owing to its unique position "HOLIDAYS AFLOAT" has a punch behind it that cannot be found in any other publication. You see, all its readers require stores, &c., after they have booked their boat from it, and search its pages for help in this direction.

Even after this purpose is served the wife takes it over as a picture book for the kiddies—kiddies love boats—and it remains in the home and so does your advertisement.

As the average number in a party is five persons and one only applies for "HOLIDAYS AFLOAT" you can rely upon reaching on certified figures about 125,000 interested customers.

> At £25 per page the rate per thousand is exceptional.

Full information and specimen copy of 1926 (204 pages) with pleasure.

BLAKES Ltd., Broadland Ho., 22, Newgate Street, LONDON, E.C.1

Telephone: CITY 4672 and CITY 1820

ALL THE EAST

AFRICAN TERRITORIES



*important* 

ADVERTISING. Thoroughly experienced young man desires post as Advertising Manager, or Schemes Manager and Visualizer. Has had unique career as copywriter and layout man, Advertising Manager, and Director of small Service Agency. Well acquainted with routine work, processes, printing, etc. Capable organiser. Full references and particulars to bona fide enquiries. Salary £800 p.a.

Apply Box 469, " Avertiser s Weekly," 66, Shoe Lane, E.C.4.

SUNDONONONONO

MANUFACTURERS, TEDDY TOY CO., THE 45, GOLDEN LANE, E.C.1.

BEST

SOFT

THE

LET US INTRODUCE YOU TO

dervice & Quality

FREE

GIFTS.

GEE & WATSON IT



# Announcing—

# "Principles **ADVERTISING"**

By DANIEL STARCH, Ph.D.

MANY books have been written on adver-M tising, but here, at last, is truly a monumental work! 1,008 pages that will do much to take the guess-work out of advertising. So far as is practically possible, Daniel Starch, a long-recognised authority on advertising, has developed in this book scientific methods dealing with the actual problems of advertising. He fully describes, for example, tried and proved methods of determining the probable effectiveness of a series of proposed advertisements before they are used. Actual returns from testing advertisements under this plan in a variety of lines are given in detail by the author. Step by step, he explains how you can proceed to build up effective advertising

# A Manual of Scientific Methods.

Nothing like this book has ever been written before. It is replete with actual experiences of hundreds of advertisers. It tells what results were really secured and points out the scientific methods to follow to secure or avoid similar results. It shows why some campaigns have failed, and why others have succeeded. It takes the individual advertisement and tells you what the individual advertisement and tens you what you ought to know about the headline, the illustration, layout, and typography, copy, colour and size. It answers, among other things; all those other problems that arise to bother even the most experienced advertising

# Make Sure of Your Copy NOW.

Starch's "Principles of Advertising" is the most complete book on advertising ever issued. Because it is written from the most scientific point of view, it is, therefore, the most useful and directly helpful to the practical advertising man. It is a book of 1,008 pages, 37 chapters, 6r significant advertisements, 165 tables, 71 graphs, forms and charts. Size 5½ by 8 inches.

But only a limited number of copies of this book are immediately available. That is why you should make sure of your copy now. Send no money. Post coupon below to-day—now.



# 37 Chapters describing Latest Scientific Advertising Methods.

Part I. -Introluctory Section of 4 chapters.

P rt II .- The Human Aspect of The Ma k t sore tifically analysed in 6 f ct-full pages.

Part III. - Six authoritative chapters on Appeals.

Part IV.—A truly exhaustive treat se in 11 chapters on the Presentation of the Appeals.

Part V.—Treats of all the varied and num-rous advertising media. Six chapters.

Part VI.-Contains four extensive chapters on Special Fields of Advert sing.

# Send no Money-Post this Coupon NOW.....

To A. W. SHAW & Co., Ltd. (Dept. A.W.), 43-44, Shoe Lane, London, E.C.4.

Please send me, post free by return, a copy of Starch's Principles of Advertising, and invoice me, when the book has been sent, at the net price or 32s. 6d.

| Name    | <br> | <br> | <br> |  |
|---------|------|------|------|--|
| Address | <br> | <br> | <br> |  |
|         |      |      |      |  |

# Where to Buy Print ......

# WE PRINT IN MILLIONS

Catalogue Printing by latest methods. Modern Type Faces. Despatch a speciality.

HUMPHREYS & Co., 74, White Horse St.,
:: :: Commercial Road, E.1. :: :: 'Phone: East 1208.

CHEAPEST PRINTERS IN THE WORLD



PAI

# HOW MUSTARD WAS PUT INTO EVERYBODY'S MOUTH

-(cont. from p, 397)

The Lodge plug became the Mustard Plug. The Mustard Club was born. Candidates in municipal elections used it on their posters and handbills. Knowland Bros., the brewers, put up a notice in the window of each of their inns that "This is a branch

of the Mustard Club." And so on.

Moreover, quite spontaneously,
papers told the story of current Mustard Club advertisements on their The Mustard Club contents bills. chairman was stated, in an advertisement, to have been arrested one Monday morning, and the Daily Chronicle came out with a bill announcing "The Mustard Club in Hot Water." The Sporting Times carried bills claiming to give "The Latest Mustard Club News."

In many other ways the Mustard Club received publicity. A firm of car agents inserted small advertisements in the "Agony" column of The Times, of which an example is "Father is joining the Mustard Club, has scrapped his bath chair and has bought a Jowett car from . . . ' Again, editorial interest was aroused in the most unexpected directions. The Sketch carried a whole-page colourdrawing by Wilton Williams, with the caption "Has She Joined the Mustard Club?"

### In Snack Bars

Not only in the columns of the newspapers and magazines was the Mustard Club featured prominently. The sandwich and snack bars of the City were the stages on which were played many little comedies. Sand-wiches were examined with mock solemnity to see whether the mustard had been omitted.

I was permitted to inspect some essays submitted by small schoolboys in which they told the story of the The essay was set Mustard Club. by a master without a moment's warning, but the boys succeeded in quoting correctly and in extenso the officers' names and the rules of the club. Again, three songs have been written on the Mustard Club, and published, with Colman's permission, by independent firms of publishers.

Just one instance of the interest that has been aroused. When the very first bills appeared on the backs of 'buses, the L.G.O.C. telephoned one morning to say that they were inundated with requests to explain "what all this blessed Mustard Club business is about." And that was at the beginning of the campaign!

knows Toronto, Montreal, Winnipeg Code—ABC Fifth Edition Gibbons Limited Advertising Agents
Cable Address "GIBJAY" TORONTO





By all means get PUNCH into your Advertising, but don't fail to get your Advertising into

# "PUNCH"

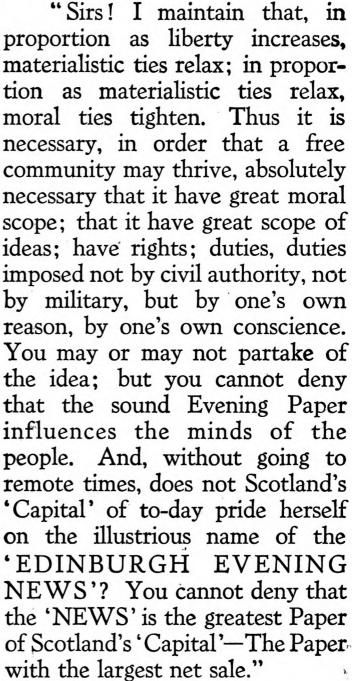
Advance Booking is Always Essential

MARION JEAN LYON

Advertisement Manager, "PUNCH"

80 Fleet Street, London,







# EDINBURGH EVENING NEWS

FRIDAY, DECEMBER 17, 1926

No. 706

# Co-operative Campaigns Must Pull in Everyone Concerned

Selling Effort Stimulated all along the Line Brings More Profit-Some Striking Figures of Results

ANUFACTURERS and distributors are essential to any advertising co - operative scheme," said Mr. W. F. V. Cox, in an address at the Institute of the Rubber Industry on Monday. He gave some very interesting statistics to show the value of co-operative advertising schemes that had been carried out in America.

Vol. 52

The figures were for American schemes in 1925 and were as follows:-

| Product.           | No. of campaign years. | Percentage<br>of in-<br>crease in<br>sales. |
|--------------------|------------------------|---------------------------------------------|
| Paint and varnish  | 2                      | 64                                          |
| Sauerkraut         | 2                      | 275                                         |
| Raisins            | 7                      | 207                                         |
| Coffee             | 4                      | 84                                          |
| Plate glass        | 8                      | 65                                          |
| Bread              | 5                      | 65                                          |
| Face brick         | 5                      | 148                                         |
| Grape fruit        | 5                      | 147                                         |
| Bermuda travel     | 1                      | 81                                          |
| Walnut lumber      | 10                     | 900                                         |
| Pineapples (canned | ) 10                   | 1,060                                       |
| Cranberries        | 4                      | 77                                          |
| Greeting cards     | 6                      | 47                                          |

To illustrate (he said) the rapid growth of this comparatively new form of advertising, it is stated that only \$10,800 was spent in the United States on co-operative advertising in 1915, and that \$2,885,000 was spent in 1928.

The Rubber Growers' Association, possibly as an illustration of what could be done by co-operative advertising, were instrumental in putting the crepe rubber sole on the market, and those responsible for this very clever and ingenious piece of propa-Luda are to be congratulated on ling an outlet for some 10,000 tons

rubber per annum. I an told that this total is likely to increase rather than diminish.

If, for example, growers, manufacturers, wholesale and retail distributors, contributed money to a common pool and worked to increase the sale of a certain article made of rubber, by Press advertisements, by

posters, by window displays, by circulars, and by propaganda, is it not conceivable that when the numerous individuals connected with these various branches of the rubber industry, actually saw in concrete form their advertisements and posters, the actual evidence of their joint positive efforts to increase their business, that an esprit de corps would be aroused?

Would not this "all-in-the-sameboat" feeling help to dispel suspicion between competitors, and between manufacturers and wholesaler and wholesaler and retailer? Would it not tend to make the industry much

THIS **WEEK'S** PAPER :

An All-Wareham Night — Big Celebration Dinner at Aldwych Club

How "Plain Mr. York" was made Plain to the Public—By H. C. Ferraby

Getting a Policy in a Mail Order Try Out—By Gilbert Russell

Selling Safety in Portland—By William Farringdon

And all Regular Features

Ad. News in Brief Publication Notes and News Current Advertising Advertiser's Gazette Club Notes and News We Hear etc.

THEADVERTISER'S WEEKLY 66, Shee Lane, London, E.C.4.

more receptive to price and quality stabilisation schemes, involving perhaps sacrifices but eventually gain?

If a manufacturer, distributor, or retailer refuses to identify himself with a co-operative advertising scheme, he does so, not because he is out of sympathy with the objects of such a scheme, but because he doubts whether co-operative advertising will actually attain these objects, or that the increased business gained will not pay for the cost involved, or that the method proposed will not work, or that he will get less advantage than others—that he may build up other people's businesses at the cost of his own. Certain manufacturers may be in the position of finding it difficult to keep up with existing orders and not wish to expend the capital required in laying down new factories and training new workpeople.

If a sum is set aside to increase the demand for hose, then that hose must be there to meet the demand not only in the manufacturers' ware-houses, but actually in the shop windows, in the factors' warehouses, in the retailers' warehouses. Hose must be everywhere that hose can be in increased quantities—constantly reminding everyone that a joint effort is being made to sell more hose. Selling is an effort, and the object of co-operative advertising would be to stimulate selling effort all along the line of distribution, not merely resting content with exhorting the public to "Buy More," and waiting until they answered the command and bought.

It would seem, therefore, that the manufacturer and the wholesale and retail distributor are essential to any co-operative advertising scheme, and that the combined sales forces of these distinct branches of the industry must also be actuated with the same spirit of enthusiasm in order that the manufacturers' salesmen would enthuse the wholesale factor and see that he, in turn, enthused the retailer, who would eventually pass this spirit of selling

on to the public.

# Fifteen Years of the Aldwych Club

Mr. Wareham Smith's Memories

T is just over fourteen years since the Aldwych Club was founded. Two men were concerned with the founding, Wareham Smith and Hedley le Bas, and throughout the long period "Wareham" has been the captain of the ship, and has steered it through troublous times and through the equally difficult waters of too much success.

The Club honoured him last night, as is fully reported below. Here he tells his own story of the Club.

"The Aldwych Club began with a letter to the technical Press," he said to a Weekly representative. "That letter aroused much enthusiasm, and Hedley le Bas and I raised within a week the capital necessary to launch the venture. We issued £50 debentures and got in £2,450. The Club has always paid its way. It has reserve funds to-day equal to its original capital, and many of the debentures have been redeemed from executors of original holders who have passed away.

"There was one crisis in the history of the Club. That arose in 1916, a year when all clubs were hard hit. It became necessary to have a guarantee to enable us to carry on. A form of guarantee was drawn up by our solicitor, and I took it round with me in a taxicab. Within two hours I had signatures for the whole amount required. And not one of the guarantors, in the result, was ever called on for a penny piece. The document is framed and hangs in the Club with many other mementoes of famous moments in our history.

# Missing Faces

"Looking back over the period of the club's existence one has many memories, and one finds sad gaps also. Take the names of the organising committee in the earliest days—Wareham Smith, Hedley le Bas, George Wetton, E. W. Barney, George J. Orange, W. H. Carr, "Sonny" Harrison. Four of them are dead, and among the lists of the early members, too, there are many famous names the bearers of which have been lost to us.

"But mainly my memories of these years with the Aldwych are happy and oyous ones; memories of good friends, f good times, of happy gatherings nd of a growing Club spirit. The Aldwych has a reputation for the merriness of its functions. The Aldwych "rags" are a post-war development, but long before they were instituted Aldwych luncheons and dinners were famous. The Club has entertained most of the leaders of the nation, in politics, in art, in business,

in war, and in transport, at various times. It has had as its presidents famous newspaper proprietors and business princes. Its interest is mainly advertising, but it is broad in its views, and its after-lunch talks have been given by explorers, scientists, actors, war correspondents, inventors, clerics and men of practically all walks of life.

"It was established in Exeter Street when it was founded, and it is still in the same place. The rooms are dear to all of us now by reason of long association. And to me it is a great



(Photo by Norfolk Studio)
"Wareham"

happiness that my fifteenth year of office should be celebrated in the old home."

# An All-Wareham Night

Big Celebration Dinner at the Club

THERE was something more than a sound of revelry by night at the Aldwych Club last night (Thursday) when the long services of Mr. Wareham Smith to the club and to its members were recognised—and belated as the honour may have come—ably, fully and most enthusiastically recognised.

The accommodation of the club premises was taxed to find room for the members who were desirous of paying compliment to one who had done a great deal for them as founder of the club in 1911—a Herculean job at that—and as first president and since permanent chairman. (The "House Full" boards might well have been exhibited.) Unfortunately all those who wished to be present could not be squeezed into the dining room—squeezed is the word—and to have held an All-Wareham night elsewhere would have been a loss of atmosphere and turned a hilarious evening's fun into a formality that could not be thought of.

The guest of the evening probably had his own thoughts on the reception he would get and may have had occasion to tax his memory to recall the many bright nights he had presided over—and the merriment he had so often inspired (or instigated) from the chair. But Wareham's position as a guest—at the first club dinner he had not paid for—put him in the position of having the tables turned on him so to speak. There



The solid gold Aldwych mug presented to Mr. Wareham Smith

were others, including the president of the club (Sir Charles Wakefield, Bart.) as the official chairman, who were ready to step into the breach and carry through the formal and informal proceedings.

The nice things were, of course, those that were of chief concern, and no happier choice could have been made than in asking Sir Charles, a very old friend of Mr. Wareham Smith's, to do the principal honours.

# Sir Charles's Tribute

No one can accuse Sir Charles of being loquacious when he gets up to speak; he has all the good graces of the bright after-dinner speaker who knows what he wishes to say and says it. Last night the president of the club even enhanced the high esteem in which he is held by his tribute to Wareham Smith, a tribute that rang true, every word of it, whether spoken with all seriousness or with that humourous tone and felicity of speech which Sir Charles so readily commands. There was a wild burst of cheering when Sir Charles handed over to Wareham the solid gold Aldwych mug of which the club had made offering as a token of affection and esteem.

If the innermost thoughts of Wareham could have been read they would probably have told us that he was facing the ordeal of a life-time, for in rising to acknowledge the words Sir Charles had spoken, with the handsome gold cup before him, he had nothing of the customary lighthearted duty to perform. Wareham was obviously touched by the sincerity of his reception. His speech of thanks—neither too long nor too short—was very much to the point of justly proud appreciation at being so honoured by his relation at heing so honoured by his relation.

much to the point of justify proud appreciation at being so honoured by his pals. Those responsible for the lighter side of the evening's programme staged some most diverting interludes in the way of stunts which showed considerable ingenuity in conception and in performance and highly creditable to "the actors" who took part.

who took part.

The "All-Wareham" souvenir programme was a happy idea showing Mr.
Wareham Smith in a number of "dramatised" photographs, the work of the Norfolk Studio.

# How "Plain Mr. York" was Made Plain to the Public

The Story of a Recent Advertising Character and its Success—Some Features that Built Him Up By H. C. Ferraby

CORES of advertising characters are devised every year. Several scores of them even reach the public eye. It is only once in a while, however, that one of them really becomes a public figure, a personage who is real enough and popular enough to become the subject of general talk, of comedians' jests, of newspaper quotation, and of adaptation into the political cartoons of the moment.

Humour plays a noticeable part in the success of an advertising figure. (Sunny Jim, Grandpa Kruschen, and Johnny Walker are instances.) But it is to be noted very carefully that the humour is almost always what may be called "human good humour" and not the exaggeration of gro-tesquerie. The figure, though recognised as being a cartoon, has still lovable human characteristics.

### Factor of Success

That. I think, is the main factor in the success of Rowntree's figure "Plain Mr. York." There are other factors, some of which it is the purpose of this article to outline, but fundamentally success was ensured when the figure was evolved.

And how did "Plain Mr. York" come to life?

He was not the result of a sudden inspiration. He did not spring fully equipped from the brain of either artist or advertising manager, sales manager or managing director. He was evolved. Much talk and much

thought were given to him before finally Mr. Alfred Leete's pencil traced on the drawing-board the figure that for some months past has smiled and smiled and smiled—and been anything but a villain—from the advertising columns of the Press of the whole country.

### A Suggestive Figure

Immediately he appeared it was obvious that he was "right." His portly simplicity suggested honesty, sincerity and straight dealing. There was more than a suggestion of the well-nourished man about him. Above all, he represented, exactly, the "plain man" of the slogan.

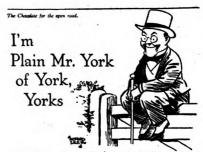
Which leads us into a second of the reasons for the success. slogan has rhythm, memorability, meaning. It impresses the nature of the product and the identity of the producer on the mind. "Plain chocolate" made by Rowntree's "of York." But it does its work without consciously stressing the vital facts. It suggests them to the mind. True, there have been years of preparatory work to make the public mind receptive to the suggestion. Rowntree's of York are not newcomers in the market offering a hitherto undiscussed commodity. But that is only another argument in favour of continuity of advertising. It does not affect the efficacy of the slogan.

A third reason for the success which has attended the progress of "Plain Mr. York" has been the use mad

of the figure in the different advertisements that have appeared since he was launched.

### Not Mere Decoration

He has always been the king-pin of the advertisement. He has never been a mere decoration in the lay-out.



I'm a plain man and I know what I like. There's a friend of mine from my home town, York, that I want to introduce to you. Sterling chocolate, finely blended and generously packed in comfortable half-pound cakes for one shilling—in fact, Rowntre's Plain York Chocolate.

The deeply cross-ribbed to break with ease, yet it is thick enough to get your teeth into. Slip a pieca into your mouth, bite it, and turn it over on your tongue. That's the way to relish its melting smoothness and its fine flavour of pure choralate.

Plain Mr. York introduces himself as a plain man who knows what he wants

The whole conception has been built round him and his personality. He has always been the centre of attraction and the motive power of the copy. And he has always had a "news interest." Advertising men are sometimes inclined to smile at the editorial man's insistence on the value of news interest in advertising. The conditions of advertising, they say, are not the conditions of news gathering. You cannot telephone advertisement copy from Edinburgh to London at ten o'clock at night and see it in the paper the next morning. All of which is, generally speaking, quite true, and entirely beside the point. "News interest" is not limited to reports of unexpected events that have happened. It arises also in events which are known to be going to happen. "Plain Mr. York" throughout this year has been in touch with the news-at a Test Match; going to the seaside in the holiday season; on the sands. And again he has been in touch with such perennial news as the "street-up" problem, the theatre queue and the week-end country ramble. In short, "Plain Mr. York" has been topical



Whenever I strode on the open road Plain York in my pocket I'd take.

Ed take.

To motorists' stranded and starving I handed Plain York in the cake you can break; and my parting advice was to tell them the price; One shilling the thick half would be the price. half-pound cake.

Now they never go out without incheon in pocket, Plain York 'tis f course; all confectioners stock it. Plain York is the kind of casing checolan

In 64 cates, also \$ \$ 16, 1 h. 2 and in 34, 64, and 15. New Packets and 24 first



Two of the "adventures" of Plain Mr. York, putting clearly the argument for the chocolate for the outdoor man and woman

### Schoolboys' Appreciation

He has interested them. All sorts of people, from those in the poorer streets of London and those in the secluded ease of college life at the universities have written to his godparents about "Plain Mr. York." They sent in appreciations, not only of the figure, but of the chocolate (which, in the ultimate consideration, is the test of the advertising). They suggested limericks and rhymes about him. And from some towns there have been pressing invitations for a personal visit by the dear old gentleman.

### Mainly in the Press

The campaign has been carried on mainly in the Press. Newspapers of



The theatre queue provides an opportunity for Plain Mr. York to talk about his chocolate

national circulation have formed the backbone of the advertising, and in order to make the appeal as widespread as possible, selected periodicals and magazines have been used. It has been a "large space" campaign. "Plain Mr. York" had something to say and he deserved the room in which to say it.

He has not yet appeared on the hoardings, but as a showcard in bright colours he is familiar, in a variety of poses, in the retail shops throughout the country.

The pulling power of the campaign was very quickly demonstrated. Soon after it was first launched all advertising had to be suspended, in order that the factory might catch up with the orders which were pouring in.

Then came the general strike, with its temporary suspension of all advertising, which gave a further short breathing space for manufacture.

The campaign was renewed in June with redoubled enthusiasm, and it was soon obvious that the interrup-

I'm
Plain Mr. York

of York, Yorks

My pleasure no time-table baults. I then of the oil they and the bill.

438

My pleasure no time-table baulks
All day I can frisk u

If I lunch off a biscuit

And a cake of Plain York from

York, Yorks

Stay here and enjoy yourselves while the sun and the tide are both out. They may be in before you come back. So stop and have a bite with me. My "pocket banquet" is a fine large cake of Plain York chocolate! With a biscuit or top and an apple, it's a meal in a million.

Try some! See how it breaks into nice handy chunks. You like it? Of course, and the kiddies, too, they're regular

"chips of the old choc." And the best of it u, it doesn't make you thirsty. When you want some to-morrow, just mention my name at the confectioner's. ASK AT THE SHOP FOR ROWNTREES PLAIN

and get the newest and latest and most plendid eating chocolate.

Rowntree's Motoring Chocolate Sexual Counter with timents and makes, very numerical, in half-provid eating only frage, with planness and remote (see lates), 1/1; Figure, with planness and remote (see lates), 1/1;

YORK

Plain York: in 6d cabes, also § S. 11, 1 S. 21. on in 3d, 6d and 11. "Non" packets and 2d hor

Plain Mr. York shows how his chocolate obviates the necessity of leaving the beach for lunch

tion had not in any way diminished the effectiveness of "Plain Mr. York." The response grew and grew. And for a second time the campaign had to be suspended.

This was too good a selling point to be ignored, and Mr. York made his re-appearance in a big lay-out in which he quite frankly said that there had been a temporary shortage. But, bursting into one of his limericks, he added—

"If you can't get Plain York
To the shop you must talk,
For there's plenty of York at York,
Yorks."

These limericks have been quite a feature of the copy throughout. They have been largely the inspiration of the drawings, once the figure of Mr.



I'm Plain Mr. York of York.
Yorks.
I've no need for knives or for forks.
I don't need to scramble for food at the Buffet.

at the Buffet, I can sit on my tuffet like little Miss Muffet.

"That's gone for six. What a hit. Of, it, Yorkai Lucky I've not such a goo sear. And so one will take the because the good one will take the good of t

Plain York, Rowntree's new eatin chocolate, is not too sweet, not too bitte! It doesn't give you unruly thirst. It fact, it turns a biscuit into a meal, and is just the thing to take with you to cricket match or on all outdoor occasion.

PLAIN YORK

Rowntree's Motoring Chocolate

Special Chocolate with almosts and raising
very nountains. In halfpound safe, only.

Plain York: in 6d rates, also § St. 15, 1 St. 21, and in 3d, 6d, and 11. "New" packets and 2d hers.

Cricket is an outdoor sport that lends itself admirably to one of Plain Mr.

Yerk's little chats

York had been evolved. And one thing has been made very clear—the general public is still deeply interested in limericks. There have been hundreds sent in to Rowntree's from all over the country, and dozens of extraordinarily ingenious rhymes for "York" and "Yorks" have been produced. Hours of mental effort must have been spent on them, and that without any hope of fee or reward, for no sort of competition has been promoted in connection with the campaign.

Looking back on the campaign, it is clear that there is a lesson for both advertisers and artists in its success. Portraiture for modern advertising needed a new angle. "The chocolate box girl" had become a synonym for all that is cloying and sweet and characterless. There was too much idealisation not only in the chocolate



I'm Plain Mr. York of York, Yorks, Pray don't stop your work for my talks, For it gives me much pain To see 'Road Up' again, I must speak to the Office of Works."

"I suppose you've been here some time," said Mr. York.
"Four months, off and on," said the Roadbreaker.
"What do you mean, off and on!" saked Mr. York.
"Well, I takes it up and I puts it

"What do you mean, off and on!" asked Mr. You."
"Well, I takes it up fort I put and I put it down. I takes it up fort the telephones I puts it down again. Then I takes it up for the gas. That what I mean by of and on."
"Dear me," ass
Mr. York. "Th

are doing for us. Fisin York is just the thing for hard work."

PLAIN

OP V

OP V

CHOCOLATE

d get the newest and latest and mostlendid eating chocolate.
b. cakes 1/1; and 6d. cakes, 2d. bers, etc..

festering Checolate. York Checolate with Almonds and Resister; sury no Plane, with Almonds and Resister (and label), § B. 212, 1 B. 212, Malk with Almonds and Resister (blue label), § B. 102, 1 B. 212

Plain Mr. York has a little chat with one whose work is "very exhausting"

girl, but in many other kinds of portrait. Some of the Apollos and Adonises used for advertisement to appeal to men are excellent works of art, but they are too much idealised for everyday life. No man, except a film star, ever hoped to look anything like them.

"Plain Mr. York" was a real man, to all appearance; caricatured, it is true, but still a real enough type to be accepted as possible. His great virtues, as an advertising character, were homeliness and reality. And Rowntree's have proved by his success that a daring departure, if made with sufficient forethought and care, will not kill the value of all the previous advertising by a firm but will actually enhance it.

The whole conception and execution of this campaign has been in the hands of Messrs. S. H. Benson, Ltd., working in close co-operation with the directors and advertising manager of Messrs. Rowntree & Co., Ltd., of York.

# Getting a Copy Policy by a Mail-Order Try Out

A New Idea in the Application of a Trial to a Nationally Distributed Article—Better than the Questionnaire

By Gilbert Russell

N advertising man without mail-order experience is like a barrister before he is briefed. He may be brilliant. But time will show whether he

has it in him to dominate a jury. A copy writer may be

Jury. A copy writer may be clever. But mail-order advertising will show whether he can really influence people's minds to the point of getting immediate response.

For mail-order advertising removes certain theories from the field of speculation—within the limitations of mail-order advertising anyhow.

For example, it leaves no doubt whatever that people will and do read, not only advertisements, but long advertisements. I have yet to meet the mail-order man who believes in short copy. On the contrary, it is an axiom of mail-order copy that it must so present the case for the article that not a single question about it remains unanswered. The only exception to this is the price, and this only if the price is high.

# Full of Copy

Another thing that every mail-order advertiser has discovered is that white space does not pay as a means of getting attention. Successful

mail-order advertisements are invariably full of copy. They are full, first, because the argument must be fully presented, and secondly, because white space, used as a decorative device or purely for display purposes costs too much by comparison with other devices. Similarly, mail-order advertisers seldom use large-sized space merely for attention-getting. Small spaces frequently pay better than large ones, relatively, i.e., on the basis of cost per sale.

It is noticeable, too, that mailorder advertisements (for the reason just given, of course) successfully use small type. Hardly any mail-order advertiser takes large spaces merely to allow a large size of type to be used.

Nor do mail-order advertisers generally find that the designs of type-face which are traditionally good give an impression of good quality to the public as regards the article advertised. In other words, those advertisers who believe that new type-faces and beautifully-designed lettering

and lay-outs do, in themselves, convey an impression of high quality, are deceiving themselves. The same thing applies to illustrations. You do not find mail-order advertisers, who, never

<u>፞</u> ፟ዾ፝፞፞፞፞፞ዼጜጜጜጜጜጜጜጜጜጜጜጜጜጜጜጜጜጜዀ ፞፟፟፟፟፟፟፟፟

# SOLEMN WARNING.

# Our Double Christmas "Rag" Number

will be published on WEDNESDAY NEXT.

Pages and pages of humorous drawings by Low, E. P. Kinsella, E. McKnight Kauffer, Arthur Fertier, Gregory Brown and other famous advertising artists.

Skits and Burlesques by Roy Hardy, Hopton Hadley, J. C. Toohill, Daniel Bonney, Harold W. Eley, Wentworth James, Thomas Russell, etc., etc.

# On Sale on Wednesday.

forget, are the people who really do know to a fraction of a penny what it costs in sales produced, use certain sizes of space, faces of type, styles of illustration, kinds of lay-out, because they have tested them all with an exactness that no one else can match; you do not find mail-order advertisers using bizarre lay-outs or highly conventional illustrations or following strange new fashions. They don't use them because these don't pay as well as straightforward lay-outs and realistic illustrations. This isn't guesswork or theory: it is fact.

All this is not to say, however, that comely type-faces and originality in lay-out and pictorial design have no place in advertising. Of course, they have a place. Advertisement would be poor and ineffective without them. The very best of all of them is needed for the enrichment of advertising. But ill service is done to advertising when novelty, whether of copy, illustration, or lay-out, is inappropriately

A great mistake is made when it is supposed that an advertisement is effective merely because it is different. Its very strangeness of appearance may be against it. There are occasions

when it is definitely desirable for advertisements to be so written and designed that they make no great departure from accepted practice. The passion for novelty—the persistent search for the eccentric which has shown itself in recent years—is often merely a denial of common-sense. The advertisements frequently thus produced are not original: they are fantastic. They are showily attractive, and nothing more. They are too much concerned with manner and too little with sincerity. They are intensely interesting experiments. They give great pleasure to the people who produce them and to professional admirers, but is extremely doubtful whether the public perceives in them a quarter, even a tenth, of the novelty which their producers see in them. Often the public is mystifled by them. Son hostile to them. Sometimes it is

# What Impresses

How many people see understandable beauty in a Japanese print? Your aver-

age person prefers a "problem picture" to a Japanese print any day. The average person sees no more beauty or novelty, and is no more impressed by some present-day illustrations and lay-outs than the average person sees beauty or is impressed by a Japanese print. To people who have made a study of them Japanese prints are things of unique beauty. And to people who have made a study of typography the kind of technique referred to is interesting. But the public at large is not interested. And is there great novelty in these productions? Pick up any printer's magazine from Germany, and this bubble of originality bursts with a very small bang.

The common-sense fact is that there is a place and time for all the originality which the best brains in advertising are capable of; but advertising must be governed by fitness for pur-

Mail-order advertisers do not employ the methods just described because they know such methods do not pay. They are concerned with only one thing: producing the largest sales for the least money. They do not employ them because, generally speaking, the mail-order advertisement sells to the masses, to the great lower and middle-classes.

The safe, and the sane, course when selling to such a public is to employ copy and illustrations which tell a straight forward story in a straightforward way. And the plainer both are the better. If and when you are selling to people of more than average education and culture then, and then only, is the occasion for fanciful presentation. The novel, the bizarre, the extreme, has its attraction for them. You may go to great lengths to catch the eye of the "bright young people." \* But study the advertisements of collections of books, of the Encyclopadia Britannica, of player-pianos and the like, all more or less appealing to educated people, and you will find that nothing very strange is to be found. On the contrary, you will find some of the very best copy and display (including illustrations) but both of a straightforward kind.

## What Experience Teaches

So far only the details of what mail-order advertising experience teaches have been dealt with. They are important. But of much greater importance than these is what mail-order experience teaches in advertisement policy.

Thus far, the principles discussed are to some extent limited to mail-order advertising. Do not forget that the mail-order advertiser is out to do one thing before all else: to make a

sale on the spot. He is not trying to promote general demand. He is not seeking to create a public opinion favourable to his goods. He wants to make a sale then and there. Hence, to a large extent, his use of long copy completely presenting his case, and of his equally complete use of the space at his disposal. He is afraid that if he does not procure attention now, if he does not put forward every argument now, if he does not utterly convince the reader now, that same reader may never look at his advertisement again.

An hour's talk with any advertisement writer who has mail-order experience will convince you of the extreme importance of policy in advertising. The mail-order advertiser knows; his experiments are put to the test. He does not have to wait for the results of his judgment; the results come in immediately.

You never see a successful mailorder advertisement lacking a definite policy. You never find mail-order advertisers changing from one policy to another, after the experimental stage. You never find them seeking change merely for the sake of change. They use the same policy, even the same copy, time after time. The old story is made new, but is essentially the same story. This is because the mail-order advertiser knows from experience that a change in copy policy may make his sales ten times more ex-pensive to get. A change in headline, and nothing more, may produce four sales where only one was procured before. I found out in one instance that leaving out the copy entirely and retaining only a headline—the rest of the copy being of the catalogue type—paid best. It was a sore blow for the copywriter. Mail-order copy soon takes the vanity out of anyone. But there are rewards. I know of a single newspaper advertisement based on mail-order experience, the use of which sold 80,000 units.

Naturally, the limited range of

articles sold through the post limits the lessons to be learned. But to what can be learned a great deal can be added. For instance, when planning a series of advertisements designed to sell an article to the lower and middle-classes through national retail distribution it might be possible to employ as a trial a series of mailorder advertisements. In this way, before any large amount of money were spent, the particular copy appeal was the most effective that could definitely be found. Just consider for a moment the thousands of pounds that such an experiment might save.

Let us take an example. A breakfast food might easily call for thirty thousand pounds of newspaper advertising. Think what it would mean in sales to make every twopence of that money produce even double the sales through a change in policy. A trial mail-order campaign might easily produce such a policy after experiment.

### Mall Order Scheme

For such a trial the article would need, of course, to be transmittable by post. Mark this, however; the mailorder campaign need not itself be a profitable proposition.

Under a trial mail-order scheme of the kind suggested it might cost 1s. a time to sell a 10½d, breakfast food. If it did it wouldn't matter. The *only* purpose of the scheme would be to discover the most productive copy policy. Should the copy policy be based, for example, on:—

1. Flavour?

2. Nourishing properties?

8. Ease of serving without cooking?

4. Value to children?

5. Relative cheapness?

Here are five distinct copy appeals, and even these are capable of treatment from different angles. Nourishing properties, for instance, might be dealt with from the point of view of a balance diet—quiet semi-scientific

(Continued on page 457)

# A NEW MARKET FOR A PENNY!

A postcard to us is the first step in selling your goods in the best and most stable market in Europe—Holland.

It will bring you the experience of men who know Dutch requirements and possibilities thoroughly and who can give you every assistance, even to the extent of finding you a suitable Selling Agent.

This service costs you nothing and puts you under no obligation. Write us now.

- "Algemeen Handelsblad" (Amsterdam)
- "Nieuwe Rotterdamsche Courant" (Rotterdam)
- "Nieuwe Courant" "Het Vaderland" (The Hague)
- "Wereldkroniek" (Holland's Leading Weekly)

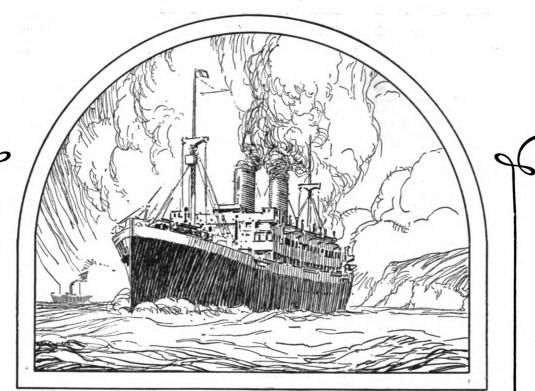
U.K. Representatives :-

THE OVERSEAS PUBLICITY & SERVICE AGENCY, LTD.

9. QUALITY COURT, CHANCERY LANE. LONDON, W.C.2.

Managing Director—G. D. YOUNG.

<sup>\*</sup> Remembering the Judge who asked "Who is Albert Memorial?" let it be explained that "the bright young people" is an association of so-called Society people who enjoyed some newspaper notoriety in 1926 on account of their chases through the West and East ends of London in search of sensation.



# Travel Advertising

THE advertising of holiday resorts, hotels, and spas shows a steady increase from year to year in The Times. No other newspaper carries so large a volume of this class of advertising.

The readers of The Times are those who travel most—from which it follows that they are those who spend most. Hence the volume of travel advertising is an index to the power of The Times in selling goods of every kind.

ADVERTISEMENT MANAGER

THE

MANAGER

PRINTING HOUSE SQUARE

8

# Selling Safety in Portland

By William Farringdon

HERE is no product, service or idea, in the selling of which advertising cannot be instrumental.

The "Safety First" movements in many towns have turned to advertising at one time or another, and in this connection the campaign recently undertaken in Portland (Maine), U.S.A., is interesting, as it has a number of unusual features.

The 1924 statistics showed that the fatal accidents which occurred in the United States on the public highway were, in the very great majority of cases, due to motor traffic, the gross total of 17,060 deaths due to this cause alone being recorded, and 1,533 of them were due to collisions between motor cars and trains.

Of this total, Portland (Maine) had its quota. How many, I am unable to say, but sufficient for twelve prominent local industrial concerns to come together and decide that something had to be done. A Press advertising campaign was decided upon (to use the actual terms which notified this step) "in the interest of improved traffic conditions, which means increased business for our city."

It is most interesting to note that these business concerns went out of their way (and incidentally paid the expenses so incurred) to preach the "safety first" idea as an actual means to improve trade

to improve trade.

The "sign" was obtained by two kiddies who spoke the slogan underlining the whole campaign—"Mr. Motorist, Please give us a Chance," while a second slogan—"Cross Crossings Cautiously"—was also repeatedly used throughout the campaign.

Seven full pages were published between July and September in the leading local paper—the Portland Evening Express, which was the only medium used, neither poster nor pamphlets being resorted to.

The general title of the campaign was "Better Traffic for Portland," with the explanatory sub-title—"Avoid Preventable Accidents." Each announcement dealt with one of the six major causes of accidents. The

*Xarararara* 

"Photographs"
is the theme
of the
January
issue of
"ADVERTISING
DISPLAY"

care of level crossings, the observation of the right of way, the danger of cutting corners, the overtaking of tramcars, the use of one instead of two headlights, and the crossing of tramway lines when a car is near were the main points touched upon.

Additional crisp recommendations were used to drive home the point

which it was desired to make.

The "right of way" announcements copy, for example, deplores the fact that regulations vary from city to city, but the conclusion recommends caution. "A safe slogan for Right of Way—Gas off at Intersections," is the concluding injunction of the announcement.

In another case, that of the "one head light," the regulations are in force throughout the land and the advertisement quotes these in full.

As far as the illustrations are concerned, they are of a fairly coarse or dramatic nature, perhaps a little on the trashy side. But this is no job for the pretty-pretty picture and it was probably felt that a sensational graphic representation of the "preventable accidents" was advisable.

Such are the characteristics of this local effort to stem the toll taken by modern transports.

Mr. D. R. Davis, the advertising manager of the *Portland Evening Express*, told me that "the city authorities did in no way co-operate in the campaign; neither was any public help received, excepting from the concerns who are listed at the bottom of the advertisements, each concern paying for their proportionate share of the page—fourteen inches each per insertion.

per insertion.

"Although there are no traceable results, we sincerely believe that these advertisements helped greatly to prevent many accidents.

"This series was a most popular event here, and it is our intention to make it an annual feature."

# A COMPLETE ADVERTISING SERVICE

**♥**あるるるるるるるるる**☆** 

Consultation Planning



Creation Placing

# CARLTON PUBLICITY LIMITED

Carlton House, Great Queen Street, Kingsway, London, W.C.2



# Behind the Scenes

Even the best play can attain success only after the united efforts of author, producer, stage-manager, actors, stage hands, scene painters and costumiers. It entails numerous painstaking rehearsals and an infinite attention to detail. In much the same way an Advertising campaign must represent similar prolonged preliminary work, if it is to achieve a maximum of effectiveness.

¶ Every campaign undertaken by Mather & Crowther receives this necessary detailed attention. Basic plan, Copy and Illustrations—these factors are studied from every angle until we know they are right.

We cordially invite those interested to call and examine personally the opportunities provided by the Mather & Crowther Organisation

•••

# MATHER & CROWTHER LTD.

Modern Advertising
10-13, NEW BRIDGE STREET, LONDON, E.C.4.

# News in Brief

"M.P." Offices Sold-Three Advertising Deaths-A.P. Issue Closed—America and Liquor Ads.

Death of Mr. W. Coggan

Mr. William Coggan died at his home at Herne Hill, on December 5, at the age of seventy-five. On the death of Mr. William Haydon, in 1922, Mr. Coggan was elected chairman of the board of the Meat Trades Journal.

30 Years in the Street

We regret to announce the death of Mr. Guy Rawlings, manager of the photographic department of Press Publications, Ltd., who during his 30 years' connection with Fleet Street became well known to many advertising and process engraving houses.

N.A.B.S. Festival

The Festival of the National Advertising Benevolent Society is fixed for Friday, March 11, at the Connaught Rooms. Mr. L. O. Johnson will be in the chair. It is hoped that all the advertising and publicity clubs will give their heartiest support to a matter that is so vital to the advertising business.

Advertising Justified
Mr. A. M. Samuel, Parliamentary
Secretary, Overseas Trade Department,
said in Parliament this week that the public money spent on advertising the British Industries Fair had been very economically expended. They had had very good value for the money, and he thought they would get every penny back over and over again.

Sons of Harmony
The Sons of Harmony held their
annual dinner and concert on Friday
evening last at the Ship Hotel. An
excellent programme was arranged by
Mr. Geo. Jackson (Yorkshire Herald). Amongst those contributing to a most Baynton, Horace Hogg, T. Howell, J. Owens, J. Butler, Sydney Perren, Stanley Andrews and B. Chitterton.

Death of Mr. Tuck

We regret to record the death, at the age of 38, of Mr. R. N. Tuck, who was for fourteen years in the publicity depart-ment of the Avon India Rubber Co., Ltd., in London. Mr. Tuck had been in failing health for some years, but maintained an unfailing cheerfulness and showed great fortitude under this misfortune—qualities for which he was much esteemed among his fellow workers and business friends outside.

Roy Hardy Move
Roy Hardy, Ltd., are moving, on
December 29, to new offices at 49, Chancery Lane, W.C., where they will occupy the entire first floor.

£40,000 in Advertising

New Zealand has spent £40,000 on advertising its beauty spots with the view to the development of tourist

"Mystery "Shopping Week
This week is "Mystery Shopping
Week" at Wolverhampton, in which some sixty shops are co-operating. A prize of £100 and many consolation prizes are offered (to all over the age of sixteen) to those discovering the greatest number of errors, of which one has been made in each window-display.

Ad. Department Moving
The "B.P." advertising department,
now in Britaunic House, will move, on
December 18, to 47, Chiswell Street,
E.C.1. The telephone number will be Clerkenwell 9153.

### A. P. Issue Closed

The Amalgamated Press, Limited, issue of 4,500,000 7 per cent. cumulative preference shares of £1 each at par, was made public in the newspapers on Sunday and the following days. Fuller particulars of the new company will be found under New Companies. The issue was oversubscribed by noon on Monday.

# "Morning Post" Offices Sold

Mr. William Harrison has acquired the Morning Post building for housing his



A photograph of the annual staff dinner of D. C. Cuthbertson & Co., Ltd. This is the seventh function of its kind, and every year sees an increase in the personnel

### Crichton Studios Move

On and after December 20 the address of the Crichton Studios will be Chronicle House, Fleet Street, E.C. 4.

# Poster Prize Won

A prize of 15 guineas offered by the Ulster Tourist Development Association for the best coloured poster advertising Northern Ireland as a holiday resort has been won by Miss Mildred Rogers, Port-

# Norfolk Xmas Frolic

A most enjoyable evening was spent by the staff of the Norfolk Studio under the chairmanship of Mr. Marcus Heber Smith, at their annual frolic at the Coventry Restaurant, on Saturday, Department of the coventry Restaurant, on Saturday, Department of the coventry Restaurant, on Saturday, Department of the coventry of the co cember 4. The arrangements were in the hands of Messrs. Edw. S. Haines and H. G. Morley. The programme was a happy conceit, both on the pictorial side, which cleverly caricatured the individual members, and on the score of "reading matter.'

The Morning various paper interests. Post expects to vacate the building early in the New Year. As already announced in the Weekly, this removal has been made necessary in order to obtain the extended facilities to meet a growing circulation. The new offices of the Morning Post will be in Tudor Street, facing the new Daily Mail building, with an office in Bond Street for West-End business.

# America Admits Liquor Ads.

General Andrews, who is in charge of prohibition enforcement, has ordered the admission of periodicals containing liquor admits for or periodicals containing induor advertisements, except when they are intended for distribution in the United States and not in the country where they are printed. "It could hardly be supposed," he says, "that Congress would admit foreign newspapers containing liquor advertisements and at the same time exclude magazines and other periodicals of less frequency of publication and of less value as media."

# The Sunday Journal of the well-to-do

# The Superlative of all good Advertising

OVER
3,000,000
Net Sales per issue

UNDER
3/4D.

per inch per thousand

THE NEWS OF THE WORLD.

6, Bouverie Street, E.C.4.

### From Readers Letters Our

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

"A Piece of Tartan"

Sir,—"Style in a copywriter," says your leading article of December 10, "is a wholly individual thing. Or it should be.

But should it?

"Style," says Professor Nichol, in the 23rd reprint of his Literature Primer "English Composition,"\* "style varies to suit the circumstances of various nations and men, and the temper and manner in which we handle various subjects. As different occasions call for different conduct, so different themes demand different treatment. . . . Style should be as natural as dress, and fit the

time, the place and the person as a glove fits the hand." Your leader writer accurately

observes that the author of fiction "has a much easier task in catching the attention of the reader than has any writer of advertisement copy." Yet he says later that "getting away from his own style is the last thing that should be required

of a copywriter who really has a style."

"Is there any rule for the pro-duction of readable copy?" he asks; and doubts it. What is asks; and doubts it. What is copywriting, then, that it has no rules? Why should the writing of advertisement copy have no rules when other forms of writing do have rules?

Of course, there are rules for the production of readable copy, and one of them is that the style in which it is written shall be appropriate to time, place, and occasion. For, as Sir Arthur Quiller Couch says: †"So much must ever depend on who speaks and to whom, in what mood and upon what occasion . . . The business of writing demands two—the author and the reader ... In speaking or writing we have an obligation to put ourselves into the hearer's or

reader's place. It is his comfort, his convenience, we have to consult. To express ourselves is a very small part of the business: very small and almost unimportant as compared with impressing ourselves: the aim of the whole process being to perguade."

being to persuade."

Mark that Sir Arthur was talking of literature: how much more, then, must advertisement copy impress itself upon the reader?

A first rule of advertisement copy is that it shall impress the character of the

\* Macmillan & Co., Ltd.

† "On the Art of Writing." Cambridge University Press.

advertiser upon the reader. Hence there is necessity for the advertisement writer to be able to command style. Versatility is strength, not weakness. He must be able to write so that his copy does suit

able to write so that his copy does suit time, place, and occasion.

"Style" in its simplest definition is, as Professor Nichol wrote, "the mode in which we express ourselves, it is the art of choosing words . . . it is the architecture of thought." Is this mode of expression never to vary? Are copywriters to choose the same words for a brief advertisement set in Cheltenham

Bold as they choose for a long advertisement set in Garamond?

of Country Life are the same as the readers of *Tit-Bits*? And is their copy not to be varied to suit different levels of education, different tastes, different views of life, different spending capacities, different hopes, and fears, and ambitions ?

Is the harassed city clerk to be spoken to in the same words as the country squire? Is the Clapton housewife to be asked to read the same copy as the Park Lane hostess? Are Fortnum and Mason's to use the same mode of expression as the Home and Colonial Stores?

The moment a copywriter begins to select his words to suit his subject and to suit his reader, he varies his style. If he cannot do this, if he does not know that he ought to do it, he does not know the elements of his work.

GILBERT RUSSELL.

# THANKS

# from Field-Marshal

Earl Haig

Sir,-A most gratifying response has met the request that national advertisers should include in their advertisements a reminder of the claims of Poppy Day. Many gifts of space have been made to this Fund, and the cause for which the Fund exists has benefited accordingly.

In acknowledging this very helpful service, I desire to offer sincere thanks for the assistance you have again given in bringing the suggestion before the advertising profession through your columns.

Are they to choose the same mode of expression for a piece of emotional copy as they choose for copy of a practical, or a technical kind? When they appeal to the sentiments and the emotions are they to use the same mode of expression as they use when appealing to cold reason? Are they to use the same mode of expression in describing the technical advantages of capstan lathe in Engineering as they use in describing a complexion cream in Vogue? Will the same kind of words sell "Melanoid Bituminous Paint" to the business men who read the *Times* as sell "Nestle's Milk" to the mothers of children who read *Home Chat*? Are copywriters to assume that the readers

# On Copy

Sir, — That Mr. H. Colin Edgell (not a nom de plume, I hope?) should have mis-read my letter has caused me grave concern. I am sure if he re-reads it in the light of his knowledge that Jon d'Esterre really exists, he will admit he mistook enthusiasm for "personal abuse."

To criticise a critic (who, as a lecturer was invited, but as a critic of modern copy was most certainly self-elected) does not imply a personal insult. I know as little of Mr. Edgell as he knows of me. But I am enthusiastic in all I say and practise in connection with the progress of copywriting—a progress at which the reactionaries may rail in vain.

So that Mr. Edgell's very "impressionistic" view of me and of the arguments of my previous letter may give place to a more realistic one, I wish him a merry Christmas and a New Year made more prosperous by a conversion to the understanding that it pays to use, appropriately, of course, the work of the best modern

copywriters.

## JON D'ESTERRE.

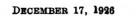
SIR,-I hasten to offer my apologies to Mr. Jon d'Esterre for mistaking his name for a nom de plume. Before treating it as such, I made inquiries among friends in the world of advertising who, unfortunately had not heard the name before, and backed up my mistaken opinion.

Needless to say, I have nothing else to retract either from my address or my

H. COLIN EDGELL.

# fast Telegi

SHREWD SPACE-BUYERS CONCENTRATE ON THIS PAPER





T, LONDON, E.C.4 ANCHESTER

# NOTES & NEWS

Fleet Street Club-First Annual Christmas Luncheon

The first annual Christmas luncheon under the auspices of the Fleet Street and Advertising Club will be held at the King's Hall, Holborn Restaurant, on Thursday next, December 23, at 1 p.m.

An excellent musical programme been arranged, and the committee advise early application as the seating accom-modation is limited. Tickets are 6s. each.

# Hull-Christmas and the Shop Window

Mr. J. E. Wills, of the Association of Display Men, addressed the Hull Advertising Club on Tuesday of last week on the Art of Window Dressing. Mr. R. Head-

ley, vice-president, was in the chair.

Mr. Wills expressed the opinion that
Hull shopkeepers, on the whole, had well set out windows. It was suggested that the Hull club might possibly be affiliated to the British Association of Display Men.

Mr. Wills paid a tribute to the large retail stores for being first to develop the idea of displayed shop windows. He thought that at a special time like Christ-mas it would be worth while for shopkeepers to spend something on their shop windows. The principal thing to bear in mind was that people who possibly had money to spend were continually passing the window, and if one window were more attractive than another, the more attractive one would get the first consideration. Then after getting the public interest they had to keep it.

Window dressing should be simple and compelling, the function of display being

to create desire.

Christmas was essentially the children's time, Mr. Wills said. He added that they must not forget that the children of today were the customers of the future.

### Glasgow—Suggestions for Municipal Advertising Campaign

The establishment of a Development Committee by the Civic authorities with an expert advertising man in control, for the purpose of making the advantages of Glasgow known in the proper quarters, was mooted by Mr. Stuart Hirst in the course of an address to the members of the Publicity Club of Glasgow last Friday.

Speaking on the general topic of "Glasgow as One Great Business," Mr. Hirst, after instancing the success which attended the Tercentenary Celebrations in Leeds recently, inquired if any aggressive steps had been taken to attract new industries, new capital and new brains to the Clydeside? Every new business started in Glasgow, every additional hour's labour found for the craftsman

## WHAT'S ON

Publicity Club of London, Hotel cil, 7 p.m., Monday, "Mass Cecil, 7 p.m., Monday, "Mass Psychology," Mrs. Emmeline Pank-

Glasgow, Grosvenor Restaurant, 1 p.m. to-day (Friday), "Advertis-ing a Technical Product," Comm. H. S. H. Ellis.

Grosvenor Restaurant, 1 p.m. Friday (December 24), ordinary General Meeting.

I.S.M.A., Manchester, Midland Hotel, 7 p.m. to-night (Friday), Ladies' Night.

Nottingham, Elite Theatre Ballroom, Monday, 7.30 p.m. Annual General Meeting; 8.30 p.m., Social and Dance.

Manchester. Midland 1 p.m. Tuesday, "Broadcasting, a New Medium of Expression," Mr. Livieng.

Dundee Business Club, Druffen's Restaurant, 8.15 p.m. Tuesday, Christmas Party.

and every bit of additional capital whether in brawn, brain or brass meant more total wealth for the community.

He knew of no fitter proposition in the British Isles than Glasgow for the application of the principles of Municipal He thought they would Advertising. agree that there were good and substantial reasons why Glasgow should adopt a judicial and vigorous policy for making known outside its own boundary its many industrial and commercial advantages. The possibilities for such a step were so great as to merit attention from the Corporation and, further, the individual and specialised watchfulness of a separate and expertly equipped municipal department, which might have the co-operation of the Club. There was no limit to the City's growth if it was encouraged on business-like lines.

Finance, of course, entered into the question, and he suggested that the Corporation might seek power to levy a rate for advertising and development purposes. One penny on the rates in the city would, he understood, produce \$43,000. With the expenditure of onefourth of that sum, he was convinced that the ratepayers would be likely to secure a return in collective prosperity which would form a wise and profitable civic investment.

There was a large attendance of members at the meeting, and the chair was occupied by the president, Mr. Alexander McKenzie.

Glasgow-Successful Whist Drive and Dance

Some 120 ladies and gentlemen attended the first whist drive and dance promoted by the Publicity Club of Glasgow, which was held last Wednesday in the Ca'doro. Play was carried on to the accompaniment of loud-speaker music, and at the close the prizes which were presented by Mr. Alexander McKenzie, president, were announced as follows:— Ladies—(1) Miss Lamont, (2) Miss Barr. Gentlemen—(1) Mr. R. Smith, (2) Mr. Robt. Kincaid. Odd prizes—Miss N. Harper and Mr. Neil Thom.

Dancing was thereafter carried on into the wee sma' oors, and so enjoyable did the evening prove that as Mr. McKenzie remarked at the weekly lunch on Friday, everyone hoped the venture would be repeated soon.

Oxford—" Catchpenny Advertising " Criticised

What was described as "catchpenny advertising" was the subject of debate at a meeting of the Oxford Publicity Club on November 30, when Mr. D. A. Donaldson was in the chair. The motion was: "That the practice of offering one or two leading lines at a year. or two leading lines at a very low figure to attract customers and give the impression of all-round low prices (although this is not the case) is not justifiable."

This was moved by Mr. A. R. Manser, who said that though the kind of advertising in question was used both in window dressing and in newspapers, it was the latter case with which he would deal, because people read the newspaper advertisements more than they studied shop windows. He deprecated the way in which leading lines were advertised to-day to give the impression of cheapness, and said a lot of it was catchpenny advertising.

If they picked up their daily newspapers they saw in the advertisements "startling offers," "unprecedented reductions," "marvellous values," "bankrupt stocks," "bargain weeks," etc., etc. all were vieing with one another to make people believe they were the best in the world. One was surprised to see reputable firms doing that sort of thing. It often happened that through seeing things advertised in the Press women rushed up to London and bought articles, only to find that they were just as dear as if bought locally.

Opposing the motion, Mr. F. Blackler said that when ladies "rushed up to London" he could not help thinking it was not altogether the bargain that was the attraction-ladies went to have a day in London and go to the theatre in the evening, and shopping was a secondary consideration. Anyone who was deceived by advertisements such as those mentioned by the mover would be very simple, and deserved all they got. That the big firms in London had earned

(Continued on page 452)

# elfast Telegra

LARGEST AND MOST POWERFUL ADVERTISING MEDIUM—A GREAT NEWSPAPER.

BROCKHURST STUDIOS, Ltd., 162, Soho Square, London, W.1.



Thus we present them to you—one by one—these clever Brockhurst specialists whose fine work can be relied upon to add emphasis to your written appeal. No matter what your subject, we can give you the highest work at the most moderate cost. Just let us show you what can be done.

true romance, such fresh

For true romance, such fresh and dainty beauty should be depicted by a veritable Apollo amongst artists. Yet such is the contradiction of life that 'good old Easton' is anything but Apollo as his portrait here will prove. All the same his delicate figure work, delightful decorations and advance letterings are a continual pleasure to the eye. A stickler for detail—he hates to be rushed yet puts up with it every day of his life. So when you need his services, just ring

GERRARD 5881



# CLUB NOTES AND NEWS-(contd. from p. 450)

the confidence of the public was proved by their ever-increasing sales. He would like to refute the inference in the motion that people who advertised cheap lines were dishonest; there were many enterprising firms who were in a position to offer goods at a more favourable price than was possible for the smaller retailers. Even if goods were sold under cost price to attract attention, with the object of attracting people to the shop, there was nothing dishonest.

With regard to window-dressing, it was not to be expected that a man would put his most expensive goods in the front. That motion was jumping at the shadow and missing the substance; there were many more abuses in adver-tising than the one mentioned.

Mr. G. Smith seconded the motion, describing this form of advertising as probably one of the greatest frauds of the generation.

Mr. E. Wooldridge seconded the opposition, and said the chief idea of an advertisement was to attract the customer to the shop.

The motion was defeated by a considerable majority.

Publicity Club of London—Public Speaking Section Cup Night. Cup Night of the Public Speaking Sec-tion found the members taking things rather more seriously than usual. The subject set was Character and many of the speeches reached a high standard.

It was when the jury started giving their criticisms that the real fun of the evening began. It was essentially helpful criticism, but delightfully humorous for everyone but the unfortunate victim. Mr. William Young, on style, manner and gesture, helped the competitors to see themselves as others saw them; Mr. Gilbert Russell was on matter his usual inimitable self and his subtle sarcasms were much appreciated. Mr. Alfred Rob-inson, as Instructor of the Section, included a general résumé of the progress of each member in his remarks on procedure and phrasing.

Each competitor started with fifteen marks and was marked down by the gentlemen of the jury, each juryman having the power to cancel five of his marks. In addition to the Cup, pre-sented by Mr. Keith Martin to the best speaker, there was a prize of a box of chocolates presented by Mr. Boreland Green for the best lady speaker, other

than the cup winner.

The jury awarded the Cup to Mr. Stanley A. Beddoe. Three lady speakers tied for the box of chocolates, and the winner was decided by the further test of a two-minutes impromptu speech. The prize was awarded to Miss Olga Shore.

Mr. Andrew Milne announced that the Section had now concluded its seventh session, and expressed the hope that membership would be considerably increased in the eighth session which

opened in January, 1927. The Cup for this Session would be presented by Mr. Philip Emanuel and, in addition, Mr. Horace Imber had promised a challenge trophy, with a small replica for the winner, to be competed for by members who had never previously made a speech of more than two minutes' duration outside the Section.

Window Nottingham-A Display

Revolution Coming ?

Presiding at the lecture given to the Nottingham Publicity Club by Mr. R. Harman on "Window Display," on Monday of last week, Mr. W. Mays spoke of the advertising value of window space, and expressed the opinion that £100 a year would not over-estimate the actual financial value of one foot of frontage in any part of Long Row.

"Not half the business men of this country realise the good their shop-windows can be to them," remarked

Mr. Harman.

In these days of competition and hard driving, retailers needed to use their "long-range guns" and get at the people in a different way. Art helped the display-man to present goods in an enticing manner, and his work, which needed skill and study, offered immense possibilities.

A great debt was owed to Mr. Gordon Selfridge for bringing the modern type of window display into this country. In the first place, he brought over from America a chief window-dresser to whom he paid a salary of £1,500 a year.

Mr. Harman, who said he was confident that a revolution in windowdressing was coming, gave it as his opinion that the best window displays in the world, at the present time, are to be found in Germany and Holland. All are very similar in design, method and conception and follow largely on the method of the modern poster artist.

Many "stunt" windows were not a direct means of selling, and from that point of view did not pay, but were ex-cellent publicity, attracting people and getting the store talked about. To exploit topical events helped to make a success of displays.

Practical hints offered by the lecturer

included the following:-

Avoid crowded windows.

Give an impression you are modern and up-to-date.

Pay attention to "atmosphere" and balance, and the idea of telling a story.

Don't neglect the interior display Mr. Harman suggested that a Display Club or section might be formed in conjunction with the Publicity Club.

The lecture was illustrated with lantern

Glasgow Advertising Circle—On Avoiding Useless Media On Monday night, Mr. John D. McKean addressed the Advertising Circle on "My Advertising Experiences." Advertising Experiences.

Mr. McKean contended that the inexperienced advertiser was all too apt to fritter money away on the endless programmes and guides that were put up to him as profitable propositions.

Advertisers needed protection from these worthless media, which were all too often promoted under the cloak of charity

and even religion.

He felt that advertisers should avail themselves of the information forth-coming at meetings of the Advertising Circle.

In closing he paid tribute to the value of the Glasgow Newspapers to advertisers having branches in various districts.

## Aldwych Club Children's Party

A delightful programme of entertainment has been prepared for this happy yearly event, which is to be held at the Hotel Great Central on Saturday, January 1, from 3 to 7 o'clock. The clever troupe of child dancers who scored such a success at the last party will reappear. Weller-Langton band will provide music for the games and dances, and Wilkie with his living marionette show will entertain. Numerous prizes are to be given the wearers of fancy dress, who will be judged by Mdle. Adeline Genee and Miss Flora Le Breton, the popular film star. Father Christmas will also be there to welcome the little ones and to see that they depart after a happy afternoon fully armed with something from his stock-in-

## Bradford Publicity Club-Light in Advertising

"Light in Advertising" was the subject of an address given by Mr. A. J. Girdlestone, of the Elma Lighting Service Bureau, to the members of the Bradford Publicity Club at their last meeting. Mr. G. H. Leeson presided. The speaker held that light was the

greatest ally of publicity, in which sphere it had innumerable applications. After mentioning that the earliest recorded electric signs were the "Edison" signs made by J. W. Hammer in 1889 and 1893, he dealt with the restrictions in the early days which were imposed because it was thought that flashing signs would alarm horse traffic. There were many forms which electrical advertising could take,

which had certain characteristics pos-sessed by no other medium. The first was motion, which never failed to attract attention, and another was brightness. Size was very important, and with electrical methods of advertising there was practically no limit to the possible dimensions of the display. Moreover, there was the possibility of erecting two or more displays on one site, and, in view of the enormous sums of money expended on rent in some locations, it was worthy of consideration.

Dealing with poster hoardings, Mr. Girdlestone said that during the day posters told their story, but after dusk they were mostly inoperative. It seemed

(Continued on page 455)

# fast Celeara

MEDIUM THAT ALWAYS BRINGS RESULTS FROM ULSTER.

# mportant Announcement

TELEPHONE : CITY 7261 (2 lines)

# JOHN H LILE Ltd.

Advertising Contractors and General Advertising Agents

4 LUDGATE CIRCUS, LONDON, E.C. 4.



Ammun

Sole Advt. Agents for SUNDAY CIRCLE SUNDAY STORIES HORNER'S STORIES HOME MIRROR EVE'S OWN STORIES POPULAR WIRELESS MODERN WIRELESS MODERIY BEST WAY BOOKS WIRELESS CONSTRUCTOR

December 10th, 1926.

We have pleasure in advising you that we have been Gentlemen,

appointed Sole Advertising Agents for:-

# "MODERN WIRELESS" and "WIRELESS CONSTRUCTOR"

now the properties of The Amalgamated Press (1922) Ltd. From now onwards, all applications for advertisement

space in both these Magazines must be made to us as the space in both the Magazines must be made to us as the balance note that the balance note that the balance further, kindly note that the balance of all orders placed with the late proprietors have been of all orders balance and smill be dealer convict on taken courselance and smill be dealer convict on taken courselance and smill be dealer convict. of an oraces placea with the late proprietors nave been taken over by ourselves and will be duly carried out on

We trust that the pleasant relations that have been the terms arranged.

maintained with all Advertisers, Agents and Advertisers in Agents and Advertisers in Lagrangian and Advertisers. maintained with all Advertisers' Agents and Advertisers in the past five years will be "POPULAR WIRELESS" during the past five years WID ERN continued and strengthened in our association with "MODERN WIRELESS" and the "WIRELESS" CONSTRUCTOR" continued and strengtnened in our association with "MODI WIRELESS" and the "WIRELESS CONSTRUCTOR."

Yours faithfully,

Managing Director.



The scene at the eighth annual ladies' night of the I.S.M.A.

# Fun at I.S.M.A. Ladies' Night

There are few merrier functions in the course of the year than the annual ladies' night of the Incorporated Sales Managers' Association, and the eighth of these galas, held at the King's Hall, Holborn Restaurant, last Friday night, was as jolly and enjoyable a function as anyone could be invited to attend.

The Frivolous Five, the organising committee of the night, do not deserve the anonymity which they preserved throughout the programme. They have nothing to be ashamed of in the arrangements, which ran with ease through a multitude of "stunts" and events for eight happy hours

eight happy hours.

There were presents of many kinds for all the ladies who were lucky enough to be invited, and there were some fifty or more gifts whose destination was decided by ballot. In addition, there was a special ballot for which tickets had to

be purchised, the whole of the proceeds going to the London Orphan School at Watford, where at the present time the I.S.M.A. is maintaining four children. The company succeeded in beating all previous records this year by raising £120 through this ballot.

Mr. and Mrs. J. M. Beable received the guests on arrival and Mr. F. W. Goodenough presided at the dinner. There were only two toasts, "The King" and "The Ladies," both proposed by the chairman. Mrs. J. M. Beable replied on behalf of the ladies, in a neatly-phrased little speech in which she did not fail to point out to the sales managers and all salesmen, some of their failings, not as business men, but as husbands. There was a cabaret entertainment, a mannequin parade of all-British models, by H. A. Francis, Ltd., a number of side shows, and dancing.

# Mr. McCurdy at the Regent

Mr. Philip Emanuel presided over a large and cheery gathering at the annual dinner of the club at the Grand Hotel on December 8, when Mr. C. A. McCurdy, K.C., the President of the Advertising Association, was the guest of honour. One of the features of the annual dinner is the presentation of the various challenge cups to the winners. This year's recipients were:—

"Higham" Challenge Cup: Mr. C. J. Rose.

"Caxton" Cup: Mr. G. J. Redgrove.
"Goodenough" Cup: Mr. G. J. Red-

"Goodenough" Cup: Mr. G. J. Red grove.
"Saward" Cup: Mr. A. L. Wharton.

Mr. Philip Emanuel announced that the club had received offers of other challenge cups from Mr. Alfred Pemberton and Mr. Horace Imber. The first will be given for the best performance by a member during the year, and the other for competitions in the Public Speaking Section

Mr. McCurdy, replying to the toast of the Advertising Association, said that looking back over a varied career he had come to the conclusion that if any young man wanted to win honour he should go into trade, if money into a learned profession, but that if he wanted unostentatiously to do good to his fellow creatures he should go into advertising. Nothing should be wanting on his part during the year he held office to do everything he could to assist the

great profession which the club represented. We were told that we were just on the eve of a great trade boom, and one of the most important factors in the future would be the impetus given to advertising. If there were a spirit of optimism, enterprise and initiative in the country, that would go a long way towards creating good trade. Pessimism brought in its train the very disaster that the trader feared. He took the view that there were great opportunities which we might reasonably expect in the coming year for the development of advertising. He knew no branch of the great machinery of British industry which showed more initiative, more determined application to the problems which await solution, more of a spirit of scientific research than that small cog in the machinery which was known as advertising.

# Next Year's Exhibition

Sir Charles Higham, proposing the toast of the Club, said he would like to assure the President of the Association that in the colossal task which had been undertaken for the organisation of a Convention and Exhibition in London next year, the Regent Club would do everything in its power to shoulder its share of the burden of ensuring success. He stated that the members of the Thirty Club had already pledged themselves for the financial support necessary for the exhibition. Mrs. Wood seconded the toast.

Mr. H. G. Saward, the chairman of the club, replying, said that the project for a club library had made rapid progress. They had set out to collect £2,000 and had raised £900 in a week, among the first contributors being the Daily Mail (who sent a hundred guineas), the Times, News of the World, Allied Newspapers, the Daily Chronicle and the Yorkshire Evening News.



# CLUB NOTES—(contd. from p 452)

that something was wrong, as over 90 per cent. of the posters in this country could not be seen during the most important period of the day. In America the practice of electrically lighted hoardings was almost universal. They were going even further, for in many instances the artists selected their colours and designed their pictures so that they would appear at their best when illuminated.

appear at their best when illuminated.

The progressive shopkeeper of to-day was fully alive to the fact that light was probably his most efficient salesman, and served him well at a very low salary. Now that supply companies were giving special rates for after-hour lighting, shopkeepers would be well advised to extend the advertising value of their windows by keeping the lights burning after their premises had been closed.

Manchester—Literature and Everyday Speech

A most interesting address was given at a meeting of the Manchester Publicity Club on Tuesday last, by Mr. Peter Thomason, an ex-President of British Rotary, on the subject "Literature: its bearing on everyday speech."

bearing on everyday speech."

Mr. Thomason dealt fully with the factors that go to make more perfect speech, and while deploring the use of slang, admitted that occasionally it added to the force of expression. He strongly advocated the study of good literature as a remedy for imperfect speech, and urged that a practice should be made of reading aloud as an aid to good speech.

Newcastle-on-Tyne—The Club and the 1928 Exhibition

Mr. Lorne C. Robson, presiding at a meeting of the Advertising Club of New-

castle-on-Tyne and District last week, announced that the Club was anxious to assist in the campaign to advertise Tyneside, and also in the publicity in connection with the proposed North-East Coast Industries Exhibition to be held in Newcastle in 1928. Certain recommendations had been sent to the Tyneside Development sub-committee for advertising the district as a business centre and they would probably hear within the next few days whether their proposals were acceptable. He also expressed the hope that the Advertising Club would be adequately represented on the publicity side of the 1928 Exhibition. It was announced that Mr. J. Bridge-

It was announced that Mr. J. Bridgeman had taken over the editorship of the Club's monthly bulletin in succession to Mr. J. B. Crabbe. Mr. Crabbe was thanked for the efficient way in which he has carried out the duties.

An address on "Advertising good and bad in relation to window dressing," was given by Mr. Wallace Black, J.P., of North Shields, a member of the Club.

Mr. Black said he would veto all signs which defaced the countryside and the beauties of architecture.

In advertising, originality without freakishness should be the aim, and there must be originality in advertising as in window-dressing.

A previous meeting was addressed by the Rev. Alfred Thomas, Vicar of St. Barnabas', Newcastle, who dealt with "The Church and Publicity."

The Church, he said, was by no means opposed to advertising, for it was recognised that advertising could be a great force for good.

Care, however, must be taken to prevent anything objectionable appearing in advertisements.

# PROCESS ENGRAVERS' GALA NIGHT

A T the Hotel Cecil on Friday, December 10, the London members of the Federation of Master Process Engravers held their fourth Arnual Club Dinner Dance and Cabaret. The attendance was well over 200, and the enthusiasm with which everyone participated in the proceedings was remarkable.

The chair was taken by the president of the Federation, Mr. Andrew Dargavel, who enlivened the company with a very humorous after-dinner speech. Many interesting diversions were arranged by the committee, amongst them being a distribution of favours carried out by Mr. C. F. Coombs, who was humorously attired for his duties. A troupe of artistic dancers led by Michael Ronnie, ballet master, of London and Amsterdam, assisted by Miss Barbara Hellen, and a clever exhibition of comic juggling by the Brothers Melville, added greatly to the enjoyment.

Whatever may be thought of the Engravers' Federation as a rather soberminded body, there is no doubt that its master craftsmen who in their relaxation show so well that they know how to do the right thing and to do it properly must be working on a sound co-operative policy, a policy which surely tends to make them self-reliant and helpful to the advertising community in a business sense. In fact we are not surprised to learn that the Federation of Master Process Engravers is a 95 per cent. organisation.

# WANTED AN ADVERTISING AGE NTWHO KNOWS!

- 1. The Proprietary Medicine Business in Great Britain and Ireland.

  N.B. Those Agents who have no Medicine accounts should not apply.
- 2. How to draw up SALES PULLING copy.

N.B. In the past this has been found most difficult, although pretty copy is common.

- 3. How to give SOME SERVICE, and to take REAL INTEREST in his Clients' Job.
  - N.B. The Advertiser has had considerable trouble. It is not his idea to spend so many thousands per annum, and then see what happens.

The preparation has been on the Market for some years, is of good quality, and sold at competitive prices (1/3 & 3/-).

Sales are small, and the whole of the country has not yet been worked.

Agents applying should give a history of their connection, with a rough sketch as to how an appropriation of £2,000 per annum (this amount will not necessarily be adopted) could be most profitably used. A Mail Order scheme is not wanted.

Box 474, "Advertisers' Weekly," 66, Shoe Lane, London, E.C.4.

# "I am sorry I did not know of you 5 years back.

One of our new customers, thoroughly satisfied with the arrangement and printing of his List, is constrained to say as follows:-

"AM WELL SATISFIED WITH THE PRINTING AND GENERAL MAKE-UP OF THE LIST, AND HAVE NO DOUBT THAT THE RESULTANT TRADE WILL BE MUCH BENE-FITED THROUGH DEAL-ING WITH YOU. I AM ONLY SORRY I DID NOT KNOW OF YOU SOME FIVE YEARS BACK."

Another says:—

"HAVE RECEIVED THE CATALOGUES AND AM VERY PLEASED WITH THEM, THE QUALITY AND STYLE BEING MOST SATISFACTORY."

YOUR work will be handled to your full satisfaction by-

BROTHERS. LTD.,
THE HOTSPUR PRESS,

Whitworth St. West, **MANCHESTER** 

Telephone: Central 6894/5. igrams: "Hotspur, Manchester."

London Office: 170, Fleet Street, E.C.4

Telephone: Central 7641.
Telegrams: "Jonagons, Flost, London."

# Publication Notes and News

Horne and Son, Ltd., announce that they are ceasing publication of the Scarborough Standard.

Printed in Green
The West Essex Gazette, on Saturday,
Shopping The Wen Essex Gazene, on Saturday, published a special Christmas Shopping Number. It was printed throughout in green, and the front page was in two colours.

Kelly's 1927 Edition

Kelly's Handbook to the Titled, Landed and Official Classes for 1927 has just been published, and contains nearly 2,000 pages.

Air Supplement |
East Africa, this week, contains an interesting air supplement on good paper, well illustrated.

48-page Supplement

The Dudley Herald gave free with their issue of December 11 a 48-page Christmas Annual, half the space being devoted to advertisers' Christmas announcements, all facing seasonable stories and articles by well-known writers.

Ciro and Técla
Charles P. Sisley has produced two
splendid catalogues of Ciro and Técla
pearls. In the Ciro book, the photography is an outstanding feature; the portraits of leading society women and actresses have been well prepared. Even more notable, perhaps, is the splendid typography of the Técla book.

Ceylon Christmas Number

The Times of Ceylon Christmas number contains some 45 pages of advertising, British firms. The printing was done in Colombo on the paper's own presses, and is proof of the rapid strides made in Ceylon. Many three-colour advertisements appear, and are printed in perfect register with good effect.

The Cape Times Annual which has just reached England, is an admirable production. It has leaped from 96 pages last year to 128 pages this year. The most noteworthy feature is the number of Bestick advertisements that appear. ber of British advertisements that appear. A large percentage of our best and most regular advertisers have taken space, and even the London stores are represented.

"Whitaker" Development

A new development in the production of Whitaker's Almanack is a 1s. 6d. edition. In previous years, there was published a paper-covered edition at 8s. which consisted of the first part of the complete edition, without changes in setting. The new cheap edition is an abridgement of the whole. The complete edition, at 6s., has been advantageously rearranged.

New Ceylon Newspaper Company The Ceylon Observer, the Ceylon Daily News and the Dinamina, three daily papers which have been under joint ownership ers which have been under joint ownership for the past four years are being formed into a company with the title of the Associated Newspapers of Ceylon, Ltd. The company is erecting handsome headquarters in Colombo, equipped with the most modern plant to cope with the expansion of the three dailies and various other publishing activities assovarious other publishing activities associated with them. The London office is now at 180, Fleet Street.

Publishing Weekly

From Friday, January 7, the Bookseller is publishing weekly.

32-Page Paper

The Doncaster Chronicle last Friday contained 32 pages. It was a special number, and contained no fewer than 16 composite Christmas Gift pages, together with a mass of other advertising.

# 8-Page Christmas Supplement

The current issue of the Hexham Courant includes a special 8-page Christmas shopping Supplement. Of the 40 columns of advertising, 90 per cent. of the copy emanated from the paper's own service department and was of an excellent order.

### Now Publishing Monthly

With the issue of December 25 the Musical News and Herald will cease publication as a weekly, and will be published on the 15th of each month, beginning with the issue of January 15. The advertisement rates will remain unchanged.

### To Overseas Agents

The Austin Motor Co., Ltd., have issued to the overseas agents a booklet called "For Travel and Endurance," dealing with the Austin "Seven." A notable feature is the use of combination line and half-tone blocks, in which the car is made to stand out clearly.

### An Astronomical Discovery

A clever booklet idea is incorporated in the latest piece of Star propaganda. The front cover is blue and black mottled. The next page is of silver paper, and the front cover is cut away in the form of a star showing the silver beneath. The booklet tells how astronomers have explained the recent shooting stars and plunging planets—the appearance in the firmament of the new Star.

# Work of Twelve Agencies

Readers of the ADVERTISER'S WEEKLY will have been interested in the announcements that have been appearing in our pages for the Farmer and Stockbreeder. Each one was produced by a different agency, and twelve of the leading firms of agents have contributed to the series. The Farmer and Stockbreeder has now reproduced these twelve advertisements in booklet form, and the work gives a striking object-lesson of the value of the assistance of skilled lay-out men and copywriters. It is interesting to note how, with the same idea to work upon, each agency achieves its object in a different way. Copies of this book can be obtained from the publishers.

# **Hull Staff Dinner**

The menu at the staff dinner of the Eastern Morning News on Saturday was in the form of a small-sized 8-page copy of the paper, and the menu was inset. All the columns of "fake" news stories were calculated to upset the appetite! The advertisements were parodies of wellknown firms' announcements. The whole paper had been set and photographed in small size. It was certainly one of the cleverest menus ever devised. Mr. Sidney Walton paid a great tribute to the work of the staff, and Mr. Mark Goulden seconded the toast. Mr. Matt Blythe supported him. Mr. James Downs, who was in the chair, responded to the toast of the directors.

# A"RAG"FULL OF GAGS

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The next issue of

# THE ADVERTISER'S WEEKLY

is the Humorous Double Christmas Number.

系 系

It will include:-

Delightfully funny cartoons and caricatures by Low, E. McKnight Kauffer, E. P. Kinsella, Arthur Ferrier, Gregory Brown, and many full-page drawings by other advertising artists.

y y

# AN ALL-FUN NUMBER

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It will also include skits and burlesques by Roy Hardy, Hopton Hadley, Daniel Bonney, J. C. Toohill, Harold W. Eley, Harold Riley, Edmund Lewis, and others.

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ON SALE ON WEDNESDAY GETTING A COPY POLICY—
(contd. from page 440)—

copy. Or they might be dealt with from the poi of view of the food that a man needs to give his energy to succeed in business life.

The plen would be to take space in a provincial paper of representative circulation. A variety of advertisements at stated intervals, each with a different copy policy, would be used. Every conceivable test should be made of headlines, copy and illustrations. Results should be carefully recorded. At the end of such a campaign the particular copy policy which paid best would be definitely known. And it would be unusual if the best particular policy did not produce at least four times more sales than the worst. What a basis upon which to start a national advertising campaign!

As I said, £30,000 might easily be spent in a year on advertising a breakfast food. Supposing it costs 2d. to sell a 10½d. packet. One of the policies above might reduce the cost per sale by one half. There would be nothing unusual in such a discovery in the mail-order field. Just think what this would mean in total sales!

# What Objections?

What are the objections to such an experiment? On the ground of cost nothing can be said. About one thousand pounds would buy a whole triple column once a week for three months in a thoroughly representative provincial evening paper. Twenty per cent. of this would just about cover the cost of illustration and blocks and typesetting (these costs would be exceptionally heavy, remember). The cost of a sales-staff to handle inquiries would not be large. True, in the circumstances, since the article might not be at all a suitable one for selling by post, the cost of getting sales would be high. But this wouldn't matter.

The chief objection will be made by the man who points out that selling goods by post being a different thing altogether from selling them through retail shops, the kind of copy that sold them by post might not sell them through national distribution. This can be admitted at once. The same kind of copy might easily be unsuitable. But the same copy policy that brought orders by post would certainly bring sales to shops. Why should it not?

And mark this: a scheme of this kind is superior to any questionnaire because it gets the public completely off its guard, which no questionnaire ever does.

Would such a trial upset the retail trade? I doubt whether it would even be necessary to inform the trade. The trade is much less sensittive in such matters than most manufacturers believe.

Of course, the scheme has dfficulties, but its value would repay almost any amount of trouble.



and

# Associated Companies Billposters.

Barnsley Barrow-in-Furness Bingley Bradford Castleford Cross Gates Cudworth Dalton-in-Furness Darfield Elsecár Garforth Guiseley Haworth Heysham Horsforth Hoyland Idle Ilkley Keighley Leeds Morecambe Newlay Oakworth Otley Pudsey Royston Shipley Silsden Skipton Stanningley Tadcaster Ulverston Wombwell Yeadon York

# Poster Advertising Contractors

for the United Kingdom (including London).

As practical billposters for three generations Sheldons Ltd. have unequalled and unique knowledge of all Poster Advertising conditions. If you have not yet had your general Poster Advertising administered with this experience, give the Sheldon method a trial.

The results will gratify you.

# SHELDONS LTD

Sheldon House Queen Street LEEDS

Telegrams:

# Placards, Leeds

Use this address and wire for a trained representative to call.



you are bound to bring The following orders. letters from satisfied "Christian Herald" advertisers speak for themselves.

7,500

Cash Orders were received from Two Small Advertisements costing £13 10s.

A firm of Scottish Hosiery Specialists write :-

"We have orders every day in response to advertisement in your paper."

A North of England Cash Drapery Store says:

"We have had so many enquiries for our Spring Catalogue that the whole issue of 5,000 copies has been used. . . . It certainly speaks well for your paper as an advertising medium."

A Hertfordshire firm reports :\_\_ "We had excellent results from last advertisement."

The circulation has averaged well ane circulation has averaged well over 250,000 copies weekly for the last 20 years. Assuming each copy to be read by three or four persons, the advertisements come under the eyes of

# A MILLION READERS.

Specimen copy and Rate Card application to Advertising Manager,

# CHRISTIAN HERALD

6, TUDOR STREET, LONDON, E.C.4.

# urrent Advertising

E. W. Barney, Ltd., have extended displays for the Polar-Twin Receiving Set and Calvert's Tooth Powder.

S. H. Benson, Ltd., are again handling business for Erector, and have increased space for Camp Coffee.

D. J. Keymer & Co., Ltd., have been

giving out for State Express Cigarettes. Edward Hunter & Co., Ltd., have business in hand for Morris Motor Cars

and Michelin Tyres.
E. J. Reid & Co., Ltd., have increased for Congreve's Elixir in the large circulations.

C. Vernon & Sons, Ltd., are placing advertising appearing for Marklin Model Railways and Hood Bullseye Boots.

Lord & Thomas, Ltd., are again giving out for Durham-Duplex Razor.

Hazell Advertising have been booking space for Bewlay's Cigars.

J. H. Goring is handling advertising for Mapleton's Natural Foods.

J. G. King & Son are putting out a Christmas appeal for Dr. Barnardo's Homes.

Industrial Publicity Service, Ltd., have extended displays for Telephone Development Association.

Arthur Knight Co., Ltd., have been increasing in the newspapers for Bravington's Jewellery and Watches, and placing for Robartes toilet prepara-

George Cuming, Ltd., are handling business for "Chilli" Radiators.

Mutual Agency has recommenced giving out for Theo. Noel Co.

Gilbert Advertising, Ltd., have advertising in hand for Cossar Valves.

Muller, Blatchly & Co., Ltd., are again placing newspaper displays for Cow & Gate Milk Food.

Art & Publicity Service has renewed for Stuart Plaster Pad.

Wilfred Scriven, Ltd., have increased advertising for Murray's Caramels.

A. Bake & Co. (Halifax) have business in hand for Halifax Equitable Building Society

Basil Butler & Co. (Birmingham) are handling for Hillman Motor Cars.

Erwin, Wasey & Co., Ltd., have been placing newspaper advertising for Ford Ton Trucks.

G. Street & Co., Ltd. (Gracechurch Street) have increased space for Martell's Brandy and Sunripe Cigarettes.

Stephens Service has extended advertising for Manikin Cigars.

Winter Thomas Co., Ltd., have been booking newspaper space for Bragg's

Osborne-Peacock Co., Ltd., have again been giving out for Amami.

Brockie, Haslam & Co. are handling advertising for B.S.A. Standard Kone Loud Speaker.

Smith's Agency have been booking space in the dailies for Sharp's Kreemy Toffee, Catesby and Treloar, and placing new business for J. Harley Parker and Antoine Fabre.

Sells, Ltd., have again been giving out for London and provincial newspapers

for London and provincial newspapers large spaces for Lipton's. Walter Judd, Ltd., have advertising appearing in the illustrated weeklies for Basildon Bond Notepaper.

Bertram Day, Ltd., are again placing for Monkey Strop.

A. S. Wildman has a proposition in hand

for Elgin Watches.

C. Mitchell and Co., Ltd., have been booking space for Rayco Electric Hair Brushes.

Fredk. E. Potter, Ltd., have com-menced placing an appropriation for Peterkin Sponge Mixture.

R. G. Brown Agency, Glasgow, have been booking throughout Scotland for Anchor Line to U.S.A. and Anchor-Donaldson Line new £2 Government Canadian Emigration Scheme.

# Christmas Calendars First C

The Christmas season has brought with it a big batch of gifts and advertising novelties from all sections of the advertising profession. The first batch is reviewed below, and the quality and usefulness of this year's souvenirs and calendars are very noteworthy.

From S. Presbury & Co. comes a particularly useful desk diary and en-

gagement calendar, with a metal stand.

Three fine gifts have been sent out to the friends of the Sheffield Independent. One is a wall calendar in reproduction of an oil painting. Another is a suede leather pocket-book, loose leaf, with a neat monogram in the corner. Perhaps the best is a little pocket diary bound in covers of tortoiseshell.

The Dunlop Rubber Co., Ltd., 1927 calendar is a fine painting of Westminster Bridge and the Houses of Parliament. This calendar is sold to the firm's customers, who in turn distribute them to their clients, with their name and particulars on the date pad.

A metal calendar is the novelty of Hudson Scott & Sons, Ltd., Carlisle. It is a beautiful study in still life, reproduced in many colours on tin plate, with a tin date-card contained below.

A very beautiful reproduction of a pencil sketch of Canterbury is the subject of a calendar issued by the London School of Printing. A very soft effect is obtained by photo-litho-offset.

Geo. Philip and Son, Ltd., have issued, at 1s., a British Empire calendar. On each page is a map of the Empire with the temperatures in various parts of the dominions. Notes on the conditions in each part of the Empire in each month are also given.

A very bold and well-designed wall calendar comes from Langley and Sons, Ltd., printed in real Euston Press style.

The Goole Times is sending out very useful wall calendars, giving one month to the page.

The Northern Press, Ltd., Shields, have issued a very handy deskpad diary, with perforated edges.

The Evesham Journal and Four Shires

Advertiser have sent to their friends a similar desk-pad diary that should prove

exceedingly useful.

Hazell, Watson & Viney, Ltd., have issued a large and bold wall calendar.

Australian Prosperity

The Melbourne Herald has now a certified net sale exceeding 181,000 copies daily. The Sun News-Pictorial (Meldaily. The Sun News-Pictorial (Melbourne) the only picture paper published in Australia, has a certified net sale of over 128,000 copies daily, which is the largest net sale of any morning paper published in Melbourne. The Weekly Times Annual, just published, carries 70 pages, and is a splendid production, with many pages of advertising.

#### We Hear-

THAT the boomlet in City business foreshadowed in the Weekly has come off with the lead given by the Amalgamated Press prospectus which obtained a fine showing in both editorial and advertising columns; and—

THAT there are several other "good things" to follow, which are likely also to demand a substantial amount of space and cover a considerable area in appeal.

THAT the promoters of cross-word puzzles are inclined to slow down somewhat, partly on account of the approach of the holidays, but more so owing to the stress of the competition they have brought about by popularity.

THAT a number of well-known advertising men spent last week-end over the Border visiting the Scottish Motor Show in Edinburgh, where they found business and hospitality bright and cheerful.

THAT the Show—the twenty-fifth annual—has been widely advertised, and the canny Scots drawn to pay their shillings for admission by the added attraction of a cheque for £250 towards the price of a car being given away.

THAT the billposting fraternity have been getting busy posting the attractions in pictorials and letterpress of the Christmas entertainments, which, in turn, have kept the colour printers well employed.

THAT the long-established annual Christmas luncheon—it is Thursday next at the Holborn Restaurant—of the Fleet Street Club, now with its combination of the Advertising Club, is likely to set up a record in attendance; and—

THAT, while little has been said about the fare and the programme to be provided, both food and fun are sure to be more than satisfactory; also:—

THAT those who are going to be present will be well advised to carry some spare cash with them as Mr. S. G. Coram, it is understood, is going to spring a little surprise on them.

THAT Mr. Marcus Heber Smith, of the Norfolk Studio, left Racquet Court this week for his annual holiday in search of sunshine in the South of France: and—

THAT there are other gentlemen in the publicity world who are shortly to follow Mr. Smith's excellent example.

THAT Mr. W. S. Crawford, who has of late become somewhat of a serious politician, presided last week at a Conservative meeting at Hampstead.

THAT the "All-for-Wareham" dinner at the Aldwych Club, proved to be a particularly fine expression of good-fellowship, crowded with boisterous good humour, and much of the milk of human kindness; and—

THAT if some of the pals of the Club's popular chairman did give him something of a roasting and a ragging, it was all in the best of good spirits, and made for fun and jollity enjoyed by "the victim" as heartily as the others present.

#### The Inner Side of Advertising

By CYRIL C. FREER.

The sure GUIDE and DESK-BOOK for advertisers and students. Contains expert advice on effective writing, designing lay-outs, compiling catalogues, drafting sales-letters, creating desire, analysing the proposition, planning the campaign, keeping records and organising "Sales." Also valuable information on Illustrating-Process Engraving-Stereotyping—Printing—Economics of Advertising—Agencies—List of Advertising Terms—

Type Faces—and a series of 43 Lessons on Advertising comprising a valuable FREE COURSE OF INSTRUCTION. It is EASY to learn this lucrative work in your own home, from the simple, direct and practical instructions given. A customer writes: "I find it a most INSPIRING book. I had contemplated having a course of correspondence lessons, but cannot see that I should learn one bit more by so doing."

## One Week FREE

You take most books on trust; this one is sent for One Week Free. Fill in this form! It commits you to nothing. Delay will mean waiting while others are served.

To THE LIBRARY PRESS, LTD., 10 Minerva House,

Southwark Street, S.E.1

Please send me "Inner Side of Advertising" for one week's free test. If I do not like it, I will return in your packing on 8th day after receipt. If satisfied, I will pay 6/- on 8th day and 5/- per month for 4 months (or 25/- cash). Foreign orders cash price plus 1/- postage. Right to decline any request reserved.

| SIGNATUR | E |
|----------|---|
| ADDRESS  |   |

#### "ADVERTISING AS A SCIENCE"



The Scientific Requirements of Advertising Efficiency. Everybody interested in the progress of modern advertising should write for a copy of this highly-interesting and instructive book.

Published by—
NASH & ALEXANDER, Ltd.,
Kingsway House,
Post Free,

Kingsway House, Kingsway, London, W.C.2 Post Free,

#### A BIG OPPORTUNITY

with one of the largest and most important Agencies in London

#### for Two First-Class Men

— A COPYWRITER

- A LAY-OUT MAN.

Both must be able to show inventive power of a high order. Box 473, "The Advertiser's Weekly," 66, Shoe Lane, E.C.4.

ALWAYS it is the master touch that lifts everyday things above the commonplace

"PERFECTOS"
No. 2
Virginia Cigarettes

10 for  $10\frac{1}{2}$ d 20 for 1/950 for 4/3100 for 8/-

JOHN PLAYER & SONS, NOTTINGHAM

Branch of the Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.



THE BEST FREE GIFTS.
SOFT TOYS

Illustrated Catalogue on Request.

MANUFACTURERS, Est. 1914

THE TEDDY TOY CO.,

45, GOLDEN LANE, E.C.1.

A "Record" in DONCASTER Journalism

32 PAGES FOR ONE PENNY

#### DONCASTER CHRONICLE

Scot Lane, DONCASTER London Office: 171 Fleet Street, Phone 8770.



#### We Hear-

THAT discussion is going on about a sum of £500,000, which is involved in certain interesting negotiations.

THAT there has been quite a rush for tickets for the Aldwych Cabaret and for the Children's Revel although both are not due till next year—the first named on the 14th and the second on the first of January to be exact.

THAT Mr. H. Powell Rees has a first-class advertisement for the products of the House of Pears' in the seasonable window shows at the firm's premises in New Oxford Street, W.C., which will bear more than favourable comparison with what is to be seen further West.

THAT the many visitors to London town are revelling in the delights of the West End shops (inside and out) in Regent Street, Oxford Street and other parts of the shopping centres, where the display men are showing some wonders in decorative art.

THAT the suburban shops taken over by Messrs. Selfridge have been quickly modernised in appearance, and are now enjoying a profitable local publicity effort that promises well for the future.

THAT the Yorkshire Evening Argus has this week been incorporated with the Bradford Daily Telegraph, under the title of the Bradford Telegraph and Argus, making this the only evening published in Bradford; and—

THAT with to-morrow (Saturday's) issue, Yorkshire Sports and the Football Argus will be amalgamated and published as one.

THAT the amount of Christmas book advertising has come well up to the average, and the literary weeklies and the newspapers featuring reviews of suitable books for the Christmas book buyers have been well supported by the publishers.

THAT smokes and the appeal to smokers, whether it be pipes, tobacco, cigars or cigarettes, are predominant in advertisements at present, only rivalled by the amount of displays of chocolates and perfumery announcements to interest the ladies: and—

THAT after the Christmas festivities are over such advertisements are likely to disappear for the time being, or be relegated to a great deal less prominence.

THAT a number of advertising men and their women folk are going to sing Christmas carols at the Royal Albert Hall to-morrow (Saturday) when they will appear at the Community singing concert organised by the *Daily Express*.

Put Ideas in your campaign
It sells in the home

#### We Hear-

THAT Mr. Fredk. E. Potter had a minor operation on his right eye last week, and is making good progress.

THAT arrangements are being made for the examination by the Incorporated Society of Advertisement Consultants, which is to be held in March, to be available simultaneously for candidates in certain cities in the Dominions; and—

THAT entries have already been received from Cape Town where the papers will be worked under the supervision of the Principal of the Cape Town Technical College.

THAT Northern advertising circles will be interested in the appointment of Mr. Frank T. Ward as assistant Northern advertisement manager of Allied Newspapers, Ltd.; and—

THAT since 1920 Mr. Ward has represented the same group of newspapers in Yorkshire and on the North East Coast, and he has latterly included East Lancashire also in his territory.

THAT the many City friends of Mr. Charles B. Cowley, formerly manager of the St. James's Advertising and Publishing Company, Ltd., will be pleased to learn that he has been appointed a director of that company.

THAT Mr. Albert Levy, chairman of the Ardath Tobacco Company, has given a large sum to employees who have been in the service five years and upwards, in celebration of the company's founding by him 30 years ago.

THAT Sir Harold Mackintosh, at the annual general meeting of John Mackintosh and Sons, Ltd., said that the firm's advertising activities had been carried on with usual vigour, that they could consider themselves experts in the art, and—

THAT the charges for the year's advertising had been written off before arriving at the profits.

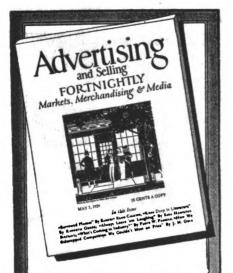
THAT the new syllabus in connection with the examinations to be held by the Incorporated Society of Advertisement Consultants next March is now available, and can be obtained from the hon. secretary, whose address is Clun House, Surrey Street, W.C.2.

THAT the many friends in advertising of Mr. Victor Saville have been congratulating him on the arrival of a son in the family circle.



## Advertise to the Workers in the World's Pictorial News

The Paper that goes out of the beaten track



#### "Stimulating, Zestful, Informative."

In these three words a prominent executive-subscriber has voiced the keynote opinion of Fortnightly readers.

Hardly a day passes but that we receive letters from wellknown American advertising and sales executives expressing the same sentiment. A few comments: "Its articles are sound, sane and stimulating."—" It is the most distinctive and helpful publication received by this depart-ment."—" I enjoy the sane and refreshing character of your articles." — "Reading the 'Fortnightly' is like talking to a mature and stimulating friend."—"Your editorial viewpoint is sound, and you have succeeded in giving a thrill of interest in your way of presenting it."
Not only will you find the Fortnightly "stimulating, zestful, informative," you will find it a valuable cooperation and guide in all phases of your marketing and advertising activities.

Published in New York. U.S.A., every other week, Send your subscription (17/- a year) to London

#### and Selling **FORTNIGHTLY**

London Address: 66-67 Shoe Lane, ECA Year's Subscription \$4 (26 Issues)

#### Advertiser's Gazette

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

APPLICATION FOR DISCHARGE

Application for discharge was made in London Bankruptcy Court on December 7 on behalf of Frank Norman Wright, 58A, Shaftesbury Avenue, W.C., director of a limited company, who failed in August last. The Official Receiver in his report on the application, stated that proofs of debt had been admitted for £8,470 and the assets had realised £50. After being in the employment of various firms of printers and advertising agents for about twelve years, the appli-cant, in March, 1916, registered "Norman Wright, Ltd.," with a nominal capital of £500 to carry on business as advertising agents, etc. He held the majority of shares in the company and became managing director at a salary of £750 per annum, which he received until August, 1924, and in October, 1925, an Order was made for the winding up of the company which had carried on business at 53A, Shaftesbury Avenue, W.C. In 1918 he purchased at par 300 £1 shares in a company which published a film trade paper and subsequently acquired a further 750 shares and became managing director of 5 and became managing director at a remuneration of about £500 per annum. Since 1923 he had acted as an agent for certain Continental film companies. He attributed his insolvency to loss in connection with and liability as guarantor on behalf of various companies; to liability for alimony and law costs.

The Official Receiver opposed the application on statutory grounds including

unjustifiable extravagance in living.

His Honour granted the discharge subject to judgment for £2,000, payable by instalments every six months of £250.

#### JOINT STOCK COMPANIES

The names of the undermentioned companies were struck off the Register on December 7, 1926, and such companies are dissolved.

(NOTE.—An asterisk prefixed to a name signifies that another company with the same title is believed to be carrying on business at the present time.)

\* Betterways, Ltd., Registered March 13, 1912

British Sign Manufacturing Co.,

#### VOLUNTARY LIQUIDATIONS

[NOTE.—Voluntary liquidations may, in some instances, refer to companies in course of reconstruction.]

South Wales Journal of Commerce, Ltd. (in voluntary liquidation). Claims should be sent to liquidator (R. Leyshon, I.A., 129, Bute Street, Cardiff) by January 6, 1927.

Issues, Ltd. Claims should be sent to the liquidator (W. E. S. Taylor, 80, Bishopsgate, E.C.) by December 24, 1926.

National Signs, Ltd. (in voluntary liquidation). Claims should be sent to liquidator (W. H. Chantrey, 61, Lincoln's Inn Fields, W.C.) by January 17, 1927.

PARTNERSHIPS DISSOLVED

Corkran, Corkran and Day (C. J. Corkran, M. O. Corkran and A. L. Day), newspaper proprietors and publishers, 156, Falcon Road, Clapham Junction, 474, Fulham Road, Walham Green, and 123A, Kings Road, Chelsea. Mutual dis-solution, September 29, 1926, so far as concerns A. L. Day, who retires from the

firm. Debts by continuing partners.

G. P. Kershaw and Co. (G. P. Kershaw and R. Chandley) engravers and sign specialists, The Garrs, Wellington Street, Stockport, Chester. Mutual dissolution, November 22, 1926. Debts by G. P. Kershaw.

> BANKRUPTCY ACTS ADJUDICATION

Richards, Franklin Thomas Grant, described in the Receiving Order as Grant Richards, lately carrying on business at 8, St. Martins Street, Leicester Square, London, Publisher. (1283 of 1925.) Adjudication, December 2, 1926.

#### NEW COMPANIES

[Compiled for the ADVERTISER'S WEEKLY by the Information Bureau, Ltd., 140, Strand, W.C. 2.]

Modern Masterpieces, Ltd. (218,087). —Private company. Registered December 9. Capital, £1,800 in 900 7½ per cent. cumulative preference shares of £1 and 18,000 ordinary shares of 1s. each. Objects: To carry on business as proprietors, printers and publishers of newspapers, etc. The first directors are:—Mrs. G. Evans, C. Ormond. Registered office: 25, Cockspur Street, W.1.

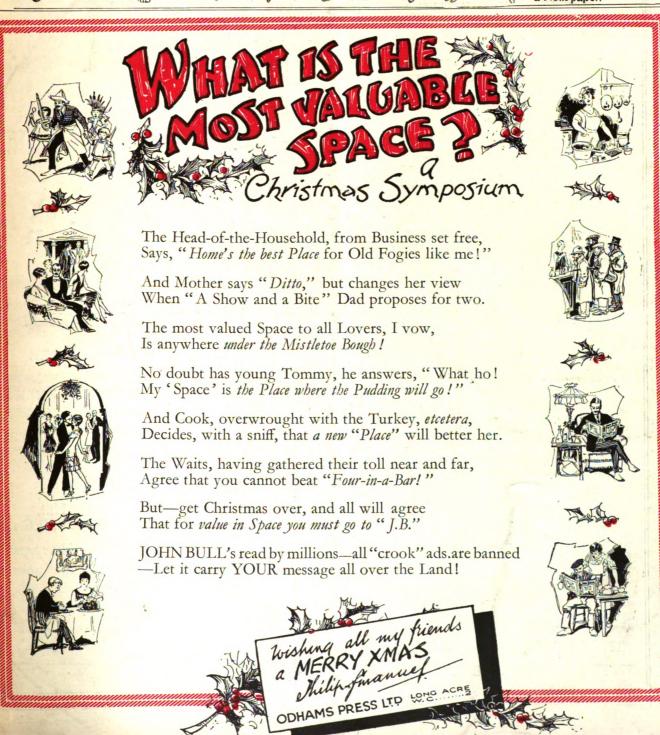
E. M. L. Syndicate, Ltd. (218,123).-Private company. Registered December 11. Capital, £1,000 in £1 shares. Objects: To carry on the business of advertising agents and contractors, etc. The directors are: C. G. Edwards, A. H. Maclean, M. de la P. Beresford. Registered office; 199, Winchester House, Old Broad Street, E.C.2.

The Amalgamated Press, Limited (218,062), was registered as a "public" company on December 9, 1926, with a nominal capital of £6,200,000 in 5,000,000 7 per cent. cumulative preference shares of £1 each, with priority as to capital, and 2,400,000 ordinary shares of 10s. each. The objects are to enter into (1) an agreement between Graphic Publications, Ltd., and this company, for the purchase of the business of the Amalgamated Press (1922), Ltd.; (2) an agreement between Cassell and Co., Ltd., and this company, for the purchase of certain goodwill and copyrights: and (3) several con-tracts for the acquisition of divers ordinary shares in the Imperial Paper Mills, nary shares in the Imperial Paper Mills, Ltd., to acquire and carry on periodicals, newspapers, magazines, books, journals and other literary works, to carry on business as publishers, printers, paper makers, booksellers, journalists, news-paper agents, advertising agents and conpaper agents, advertising agents and contractors, etc. The first directors are:
—Sir Wm. Ewart Berry, Bt., J. Gomer
Berry, Sir Edward M. Iliffe, M.P., Sir
George A. Sutton, Bt., A. E. Linforth,
Brig.-Gen. W. F. Mildren, T. Anderson,
H. J. Garrish, L. K. Clark, W. Blackwood,
A. R. Linforth, S. J. Brown, S. Cousins,
T. Young, J.P., A. B. Irvine.
Sir Wm. Ewart Berry is chairman and

Sir Wm. Ewart Berry is chairman and J. Gomer Berry is vice-chairman, and they and Sir E. M. Iliffe are entitled to receive between them in each year 5 per cent. of the net profits made in such year after providing for interest on debenture stock and on any loan capital, and dividends on the preference shares. The registered office is at Fleetway House, Farringdon

Street, E.C.





THE

## NEWSPAPER PRESS DIRECTORY

#### A NEW YEAR'S RESOLUTION

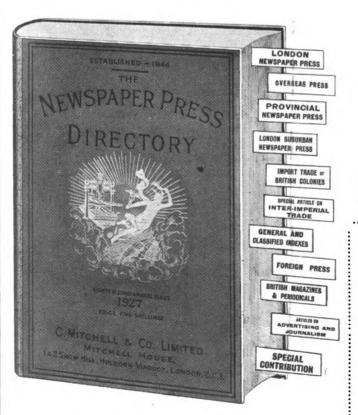
The Newspaper Press Directory is a unique work of especial importance to advertisers and advertising men and women.

The 1927 edition contains first-hand information about newspapers, magazines and periodicals published at home, in the Dominions Overseas and in foreign countries.

Classified lists considerably simplify the selection of advertising media.

Advertising men can resolve nothing better for the New Year than to keep a copy on the book shelf.

Orders may be sent now.



"THE STANDARD WORK OF REFERENCE WITH RESPECT TO THE PRESS."—TIMES

#### 1927 Edition

EIGHTY-SECOND ANNUAL ISSUE READY IN THE NEW YEAR.

POST

5/-

FREE

Over 650 pages with FREE SUPPLEMENT NEWSPAPER MAP IN FIVE COLOURS

USE THIS COUPON.

To the Publishers,

The Newspaper Press Directory, Mitchell House, 1-2, Snow Hill, London, E.C.1.

Please forward One copy of "The Newspaper Press Directory," 1927 Edition, on publication.

Cheque or P.O. for 5/- enclosed.

| Name    | <br> | <br> |
|---------|------|------|
| Address | <br> | <br> |
|         |      |      |



Vol. 52

FRIDAY, DECEMBER 24, 1926

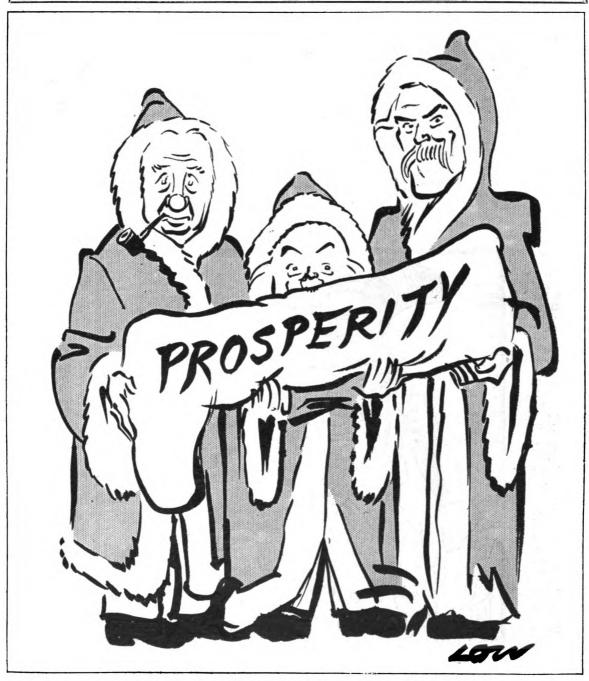
No. 707



WITH THE SEASON'S GREETINGS.

A Happy Christmas and Prosperous New Year to all.





"THE WESTMINSTER SINGERS."

Specially drawn for the WEEKLY by Low, the famous cartoonist of "The Star."

#### Christmas

Old-estab. jks & gd hmrs pars; smrt snips; imm. del.; no encumb.; reg. emp. for spare time; excel. attrac. Fri. to Tues.; frthr parties as below

Enterprise

Village Shopkeeper (to artist): "Excuse me, sir, you're painting my shop, are you not?"

Artist: "Quite right. No objection, I

Shopkeeper: "Not at all. Do you

expect to exhibit the picture soon?"

Artist: "Well, yes, I hope to."

Shopkeeper: "Then do you mind accentuating the fact that I have my new season's goods in?"—Humorist.

Truth in Advertising
Hobson: "I sent five shillings to a concern which advertised an appliance for keeping gas bills down, and got it this morning.'

Dobson: "What did they send you?" Hobson: "A paper-weight."

Why Salesmen Die Young
"This cloth matches your sample
perfectly, madam."

"Yes, it certainly does; it couldn't be a better match."

"How many yards do you require, madam?"

"Oh, I won't decide yet. You see, this is the first shop I've tried!"—Acton Leader.

**Fancy Dress** 

A woman member of one of the advertising clubs went into a departmental store and said she wanted a petticoat. assistant told her that the antique department was on the fourth floor.

Where it Failed Wife: "My husband has bought me an electric washer for my Christmas present, so we shall have to dispense with your services."

Charlady: "Well, Idon't mind. But the washer won't give you no gossip."

Romance

Two advertisement men visited the Cheddar Gorge. This was what they said:

"Tremendous!"

" Wonderful!"

" Amazing!" "Stupendous!"

" The finest thing

in the world!"
"A credit to
England!"
"E veryone

should see it!"

"Yes, it isn't bad. Let's get back to the hotel and have a game of snooker."

Display

Assistant: "Now here's a stout garter which will really hold up your stockings.

Fair Customer: "I want something a bit more ornate, Something that will really hold up the traffic."

Satisfaction Guaranteed
"Yes, madam," said the College
President reassuringly to the anxious
mother, "we guarantee satisfaction or
return the boy!"—Harvard Lampoon.

Needed a Reminder

Customer (to motor-car salesman): You might repeat what you said about that car you sold me recently; I'm feeling a bit disappointed."—Humorist.

Salesmanship

An actor visited a secondhand clothes An actor visited a secondhand clothes dealer. There was a gaudy suit he admired. The proprietor took it from the window and bade him try it on.

"It is such a fit," he exclaimed, "your friends won't know you. Go ahead, I ask you. Just step outside a few moments."

The actor walked out, and after a short time came in again. The proprietor came up to him, rubbing his hands, and said "Stranger, what can I do for you?"

"Stranger, what can I do for you?"

A Safe Distance

"I hear you made a lot of money out of the publicity business."

"You bet! Been out of it all my life."

"This," said the head of the ctory, "is my latest novelty. Clever, factory, "is my latest novelty. Clever, isn't it?"
"Yes," replied the visitor, "but you

can't hold a candle to our goods.'

"Oh, so you're in the toy business,

too?"
"No, we make gunpowder."—Christian

Impressed

Lady (as salesman tries to sell a "just as good" substitute): "No, thank you, I must have Popkins'. I notice the advertisements speak so well of it!"—Humorist.

"What's all that din going on over at the Jones's house?"
"Oh! That's just the furniture man,

collecting his easy payments."

We understand that there is no truth in the rumour that a grocer's assistant and a butcher's boy have tied for the light-weight championship of the world.

The Imperial Pedlar



[Specially drawn for the ADVERTISER'S WEEKLY by A. R. Whitear of Castudio Lads and Lasses, Won't You Buy?

Most advertisement people must be golfers. The other morning, a newspaper repre-sentative entered sentative entered the lift of a suite of offices devoted almost entirely to the "sacred lamp of publicity. When the attendant asked
"What floor?"
the "Rep." said
"Four," and all the passengers ducked their heads.

She Bought It

"You are charging me five shillings for this necklace. But Mr. Jones, across the way, has got exactly the same thing 3s. 6d." "Yes, ma

madam. That is possible, But you see, Mr. Jones is a widower, and you are very handsome."

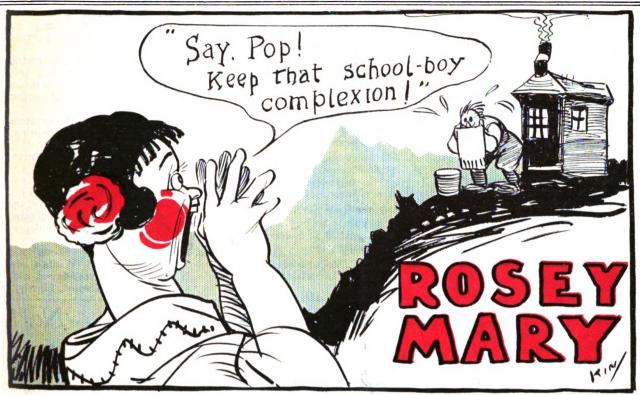
" Well, 5s. quite cheap. I'll take it."

See How It Runs!

If you hear a man say that he "runs things at home," he probably means that he runs lawn mowers, washing machines, errands and creditor from the doorstep.

#### The Artists Guyed

(BY THEMSELVES)



Mr. E. P. Kinsella has a distorted vision of his "Rose Marie" poster



Now ladders stretch from knees to toes, She'll soon be wearing <u>BARE</u> BRAND HOSE!

Mr. Arthur Ferrier lays bear the secrets of his art

Another confession, by Mr. Gregory Brown, appears on page 482



Mr. E. McKnight Kauffer's view of his own work "first thing every morning"

## Our Financial Diary

- Jan. 1. Lord Freeman buys the Luton Hoo Herald.
  - , 2 The Luton Hoo Herald sold to Sir Billion Willis.
  - 8. Lord Hardy acquires a 49 per cent. interest in the Luton Hoo Herald.
  - ,, 4. Mr. John Brown buys the Luton Hoo Herald—at the bookstall,
  - 5. Mr. Jimmy Brown sells Daly's to buy more dailies.
  - 6. The Fruit and Fur Farmer bought by Independent Newspapers Inc.
  - 7. Independent Newspapers Inc.
    acquire a controlling interest
    in the Tin Foil Chronicle, the
    Cigar Box Makers' Chronicle,
    the Incandescent Mantle
    Maker, the Ice Cream Corriere
    and their allied publications.
  - , 8. The Draughts Player, the
    Aspirin Tablet, Cords and
    Shackles and the Ironmongery
    Market sold to Independent
    Newspapers Inc.
  - , 9. Lord Freeman, Lord Hardy and Sir Billion Willis all try to buy Independent Newspapers Inc.
  - " 10. Negotiations opened for the sale of Independent Newspapers Inc.
- ", 11. Independent Newspapers Inc.
  buy a 49 per cent. interest in
  all the publications of Lord
  Freeman, Lord Hardy and
  Sir Billion Willis.
- ", 12. Negotiations opened for the sale of the interests of Independent Newspapers Inc. to a syndicate headed by Sir Billion Willis, Lord Hardy and Lord Freeman.
- , 13. Friday, No sales.
- ,, 14. Peg's Paper buys the News of the World.
- ", 15. Peg's Paper and the News of the World buy the Taxi Drivers' Gazette.
- " 16. Peg's Paper, the News of the World and the Taxi Drivers' Gazette buy the Yorkshire Post.
- ,, 17. Peg's Paper, the News of the World, the Taxi Drivers' Gazette and the Yorkshire Post sold to Independent Newspapers Inc.
- " 18. Sensational refusal by the Beef Tea Bulletin to sell a 51 per cent. interest to Sir Billion Willis.
- ,, 19. Sir Billion Willis buys the Beef Tea Bulletin.
  - 20. "The Female Five," including Underwear, Joan's Magazine, the Woman Owner-Driver and allied papers bought by "The Nursery Nine," including Tots, Me's Mag, Pals, etc., reconstituted as Home Journals Illustrated, Ltd.

- Jan 21. Independent Newspapers Inc., in conjunction with Lord Hardy, Lord Freeman and Sir Billion Willis acquire a controlling interest in "Home Journals Illustrated, Ltd."
- " 22. No sales registered owing to congestion in the Companies Registration Department.
- , 23. The Archbishop of Canterbury calls for a compromise in the sale of newspapers.
- , 24. 410 American publishers land at Southampton to sell properties to Independent Newspapers Inc.
- 25. 410 American publishers form a syndicate to buy a 49 per cent. interest in Independent Newspapers Inc.
- " 26. Mr. K. C. McCurdswhey gives a dinner to 410 American publishers.

- JAN. 27. 410 American publishers sain for the United States, uncertain whether they are fully "sold" on the proposition or not.
- 3. 28. Lords Freeman, Hardy, and Sir B. Willis discover that they have acquired a controlling interest in 410 American newspapers.
- , 29. Lord Michaelmas Daisy denies the report that he is acquiring the Morning Advertiser.
- 30. The Daily Independent started as a solus paper.
- at 11 a.m. to Sir B. Willis, at 2 p.m. to Lord Hardy, and at 3 p.m. to Lord Freeman; bought at 6 p.m. by Independent Newspapers Inc.
- FEB. 1. Holiday on the Stock Exchange. Sir B. Willis's new coat of arms registered with the motto "Kismet, Hardy."

Things we may never Hope to See—No. 1



Mr. F. E. Potter joins the Ancient Order of Froth Blowers
[Specially drawn for the WEEKLY by Mr. A. E. Smith (head of the Potter Studio)

#### CORKING CHRISTMAS COSTUME CREATIONS



The copywriter had his best selling point squeezed out of this lay-out by the exigencies of space, but being a "star man" he insisted on this extra half-inch across three being booked in order to advise all customers "when ordering state height, column width and agency discount"

(Specially drawn for the WEEKLY by Castudio, Ltd.)

#### And Now...the Ad-Novel"!

By Harold W. Elev

KNEW it would come. The "signed advertisement" presaged it. For years, the literary tone of Press advertising has been on the up-grade, and one morning in November I opened my paper and saw that Jeffery Farnol, that wistful writer who brought to life the wraiths of Tobymen, and gave us the joys of the oldtime fighting ring and booth, had written an advertisement for one - R--, who is a merchant prince who brings to the sale of a shirt, or the vending of a vest, something of the romance of the "Arabian Nights," and the glamour of the English country house.

If Farnol, why not Arnold Bennett? And if Bennett, why not H. G. Wells and Sheila Kaye-Smith? One sees an intriguing vista—and incident-ally, the death of the "copy-writer"

. as such.

In the literary future, the Manager of the Advertising Agency, when faced with a new campaign of Press advertising, will not bellow at the chief of the Copy Department.

Is it cigars? Ah !-Gilbert Frankau once wrote a wonderful book about one Peter Jackson. Get him on the 'phone . . , we want 500 words about these Flor de Whiffas.

Is it fruit? There's Temple Thurston, who wrote "The Apple of Eden"

just the man.

Is it millinery? Ring up Michael Arlen, who knows such a heap about Green Hats. You see how simple it all becomes! Of course, these literary gentlemen would require payment . . . but then even a copywriter receives pocket money.

And the style! No longer shall the highest effort be a phrase like "The Best in the World." Our papers will exude real literary genius. And they

will be purchased, not to ascertain what the gallant Captain fancies for the 3.30 at Hurst Park, not to read the latest Baldwinian speech about the cooing of doves and the angel of peace, but because of the advertisements.

The flapper will buy her "Morning Hooter" because Ethel M. Dell is writing a series of eight-inch doubles on Jimsons' Jam . . . with a Sheik as the villain who persuades the jolly jam-makers to put something other than pure ripe fruit and cane sugar into the well-known pots.

POPULAR TYPES: No. 1



"SANS" Drawn by A. Simon and reproduced by courtesy of the Macnamara Studios Ltd.

And the reader of detective fiction will no longer buy his shilling shocker from the railway bookstall, but dash for his morning paper when J. S. Fletcher is presenting (on behalf of the Invisible Mending Company, Limited) his absorbing story "The Mystery of the Darned Sock.

One can see the idea developing . . and ultimately, our advertisements will become classics. Russian boots will be advertised by a story from Pushemoffski . . . in the approved Russian style. Sample herewith :—

The old woman crooned over the fire. "Cold," she muttered . . . and spat in the embers.

The bearded man, who had only one tooth, slashed her with his whip. "Bziff," he said scornfully, and pointed to her thin shoes.

The fire flamed up. Outside it was snowing. It always was. Zumpff!

Next day, they shot fourteen peasants.

And the old woman still crooned over the fire.

One day she bought a pair of real Russian boots, such as you can buy at the low price of . . . from the famous store in .

There would be more, but it does not matter. As the Russian says, what little there is . . . is.

And the book reviews will change. One imagines that we shall read an account of Arnold Bennett's latest effort to advertise Pottery . . . a new "Five Towns" series of whole triple columns. And it will be intriguing to read that Mr. Aldous Huxley has contracted to write a novel, to be completed in twenty-five half-pages, entitled, "The Lyons' Share"... with "Nippy" as the heroine.

Oh, life is going to be good! But I must slip away, or I shall not catch Mr. Chesterton, who is going to write a full-page story, entitled, "A Good Word for Everybody." I am providing the "local colour"... which is the same in every bottle.



#### SIR CHARLES HIGHAM AND HIS ORGANISATION

wish each and every one of their clients and other friends

A HAPPY CHRISTMAS AND A PROSPEROUS NEW YEAR.

CHARLES F. HIGHAM LTD., IMPERIAL HOUSE, KINGSWAY, W.C.2.



from

## The Times

and

Best Wishes

for a

Merry Christmas



PRINTING HOUSE SQUARE, LONDON, E.C.4

#### Pity the Poor Pupil

By Edmund Lewis

HAVE just found in an odd corner of an odder newspaper the oddest little paragraph, which says: "There can no longer exist in the minds of reasonable people a doubt that advertising is one of the greatest weapons that the hand of Progress has ever wielded, and the day cannot be far distant when a knowledge of publicity and an appreciation of sincere and artistic advertisements will be taught in all our schools.'

For a long time I have had a feeling that someone who didn't know any better would go and make some remark like that, and create further trouble for our harassed scholars. Can you imagine what a dreadful affair the Examination Paper in Advertising and Kindred Subjects will be? can. Something like this :-

1. Discuss the relative merits of a sixpence and as much as will lie on one. Which would you rather have?

2. He was born in 1820? Would the Battle of Waterloo have been fought in any case?

3. "Fit Goneflop and Be Satisfied." In which of Shakespeare's plays does this line occur? Who said it? What happened to him?

4. Give, in ascending order of magnitude, the 57 Varieties. Also, if possible, a free-hand drawing (actual size) of the third from the left in the back row.

5. "Duggie Never Owes." Discuss this statement. What does he never owe? To whom does he never owe it? Is Duggie's other name Fairbanks? Why not? And stop looking on one another's papers.

6. How many famous actresses have said "I use Wheatine Cream night and morning "? Write on one side of the paper only.

7. If you bought £10,000 worth of

furniture and had only a penny stamp and a glass marble to offer as the first instalment, which do you think would be laid on the floor free of charge

TALKED OF THIS WEEK



A well-designed "spread" a general appeal

you or the lino? Answer to three places of decimals.

8. Confucius or Dr. Frank Crane or somebody has said: "It is a far, far better thing to earn an honest living and die a pauper than to be an ad. copywriter and swell in a Rolls-Royce." Did he know what he was talking about? If so, what about it?

9. Prove somehow or other that the side of an obtuse-minded spaceseller is greater than the side of anyone else in the world. If you can't prove it don't burst out crying. It doesn't really need proving anyway.

But why go on? It's a painful business, and it ought to make us one and all devoutly thankful that, as far

as we are concerned, school days have been left far behind.

#### THE MAN WHO BELIEVED IN **SLOGANS**

ANUARY 1, 1957, dawned cold and grey. Slowly, wearly, the old—so old!—man raised his head. J and grey. His backbone creaked with the effort. An indignant owl flew hooting from its nest in his beard. Somewhere an angry spider scuttled from its threatened web.

Another year! Another year of the long agony of waiting, of expectancy, and profounder depths of despair. With a sigh the old man roused himself to thought. Contemplating the long vista of the years that were past, he saw the decay and death of all his hopes, his proud ambitions. Once the musty room in which he now huddled his shrunken form had been a busy office. Once he had been the head of a thriving, pros-Once he perous business. All come to naught! Still he waited, patient always, never suffering the spark of hope to become entirely extinguished in his feeble breast even when his spirit poised on the brink of despair.

His friends often pleaded with him, urged upon him that his long years of waiting could be of no avail. On such occasions the ancient fire burnt anew in his voice and mien. "If it is advertised," he would retort,

"there can be no doubting."
And, bowing to the inevitable, his would-be helpers must leave him to his lifetime's vigil.

In 1926, when at the height of his career, he had seen, admired, been over-whelmed by, the slogan: "Visit your whelmed by, the slogan: customers—Go by L.M.S."

Its urgent message was flashed at him from every newspaper and hoarding. vowed he would, nay could, do nothing more till he had visited his customers by L.M.S. Unfortunately, his most desirable clients (as the estate agents say) resided in Brighton.

He was still waiting for the L.M.S. to build a Sussex line. D. B.

We take this opportunity of thanking our many friends for their numerous enquiries during the past year.

We give them Christmas greetings and wish them an increasing prosperity throughout the New Year.

"Algemeen Handelsblad" (Amsterdam)

"Nieuwe Rotterdamsche Courant" (Rotterdam)

"Nieuwe Courant" "Het Vaderland" (The Hague)

"Wereldkroniek" (Holland's Leading Weekly)

U.K. Representatives :-

THE OVERSEAS PUBLICITY & SERVICE AGENCY, LTD. 9, QUALITY COURT, CHANCERY LANE, LONDON, W.C.2.

'Phone: Holborn 5628.

Managing Director-G. D. YOUNG.

Telegrams: " Egyptadco."



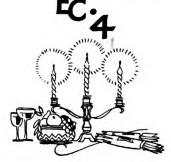
Good wishes for Xmas and considerably more than

30500000

promises of prosperity in the New Year

## THE NEWS OF THE WORLD

Advertisement Department 6,Bouverie Street



#### Bart's Week for Fleet Street

Exclusive and Unauthenticated Forecast

By Our Special Correspondent Roy Hardy

AVING received the following exclusive information from an unimpeachable authority, an extremely tactful and diplomatic gentleman who insists upon remaining anonymous, I am not at liberty to disclose the identity of my distinguished informant. Only three people share the awful secret—myself, the actual author and the

lift boy at Bangor House.

Fleet Street is to have a "week"—"Bart's Week for Fleet Street." So great was the success of "Fleet Street Week for Bart's" that Bart's and friends have decided to pay a return visit. If they pay us back in our own coin there will be something like £30,000 to share out amongst the needy owners, editors, advertisement managers, distributors, space sellers, artists, copy writers and so on.

Part of the money is to be earmarked to endow a bed at 66, Shoe Lane for the Editor of the "WEEKLY" and a few for some of those earnest ad. men who endeavour to attend every social function connected with "the Street."

It has been further suggested that some money should be spent equipping advertising agents' waiting rooms with wireless and buoyant chairs to relieve the tedium and give them that unsinking feeling.

This latter suggestion has been criticised on the ground that it would be more calculated to give them that sinking feeling. Other projects include the provision of "Mr. X." Rays for criminal proceedings reporters, Violet Lorrays for theatrical gossipers, a research laboratory for patent medicines, equipment for the infusion of new blood into oldfashioned periodicals and advertising agencies, and the endowment of a chair of applied biography (for the proper instruction of all rising young advertising men).

The programme of events arranged for the week is most interesting and, as will be seen, we shall have the opportunity of appreciating the versatility of some of our leading medical and Press personalities.

The exigencies of space and the better part of valour prevent a recital of the complete programme, but the following abridged version will suffice to indicate the brave effort that will be made to wipe off all our debts and keep us for a year. When it is remembered that £10,000 keeps Fleet Street for a second, whilst as little as £100 sends ten overworked advertising men to Walton Heath for an afternoon it will be seen how easy it lis for all to

"Live—and Let Give."

THE PROGRAMME IN OUTLINE

#### SATURDAY, OCTOBER 9

Monster Procession of Medical Figures.

Carriage conveying Dr. J. Collis Browne, Dr. Hair, Dr. Blosser, Dr. Cassell.

Carriage conveying Nurses from Wincarnis, Bengers and Ediswan, and Nurse Benson.

Float with five-barred gate being vaulted by Father Kruschen, arranged by Alfred Marland.

Rolls-Royce conveying Dr. Walford Bodie (hypnotising), Dr. Coué (getting better and better) and Dr. Mackenzie (smelling salts).

> Doctor's China Tea will be supplied en route by Harold Vernon.

Cassell's Tablets & Magazines will be distributed by E. G. Baxter and A. A. Norris.

Float: Demonstration of painless extraction of a 52 Contract by a representative of "The Dental Journal."

Detachment of Lancers from Bart's, Organised by "The Lancet."

Banner bearing arms of The British Medical Association showing Doctors rampant on a sea of publicity.

Dr. Scholl walking.

Sir William Veno carrying a lightning cough. Editor of "The Daily Medicail" eating a sandwich of white bread and Yadil.

Moore-Hogarth with troop of Boy Scouts from Izalworth leading captured caterpillars.

Tableau: H. C. Ferraby and A. J. Greenly exchanging Photographs with Sir Wm. Arbuthnot Lane.

Tableau: Æsculapius greeting Publicitas Veritas (wearing mantle).

W. S. Crawford carrying an Empire Marketing board emblazoned "Have Empire Illnesses Bart's

"The Mother Hospital of the Empire."

Float: Tableau showing Mr. Drage refusing references from Lord Rothermere.

Float: Tableau showing Mr. Meaker shopping in Regent Street.

Float: Tableau showing Mr. Austin Reed shopping in Piccadilly.

Float: The Yellow Press being expelled from the Mustard Club.

#### SUNDAY, OCTOBER 10

Mr. James Strong will broadcast the story of the weak (not the "Weekly").

Relayed from all Underground Stations by Mr. Pick.

#### MONDAY, OCTOBER 11

A Westminster Rag led by Mr. Kirkwood. Also (on sale all the week) a special
"British Medical Journal Rag Edition"

Net sales 20,000,001 (every copy will be read by at least 700 people). This circulation is exclusive of all copies bought and paid for by ordinary common people. It goes right into the home—where the money is. (We've

(Continued on page 476)



The former we give to you. The latter you give yourself by advertising in

## The Daily Chronicle

LONDON: Fleet St., E.C.4 Telegrams: "Muniarc Fleet London." Telephone: City 9330

Horace Imber, Director
Andrew Milne, Advertisement Manager

LEEDS:
34, Trinity Street
Telegrams: "Unalloyed Leeds."
Telephone: Leeds 26222



#### Bart's Week for Fleet Street

often wondered where it was.—ED.) It goes all round the family circle, and then back again. Hence the term circulation. In fact, by the time it is finished with, it gets quite giddy. No copy has ever been known to be destroyed. It just lies down and dies. It is read from cover to cover from title to Gordon & Gotch.

There is absolutely no waste. Servants read it while lining the cupboards. Park-keepers collect every scrap they can see laying around the park. All the best fires are laid with it. It burns with a soft even glow and never

chokes.

Every advertisement is placed next, under and over matter and always top, outside right. In fact a single inch is placed in exactly the same position as a 10" across three (if the 10 across three copy allows sufficient white space). Heavy "all blacks" are not accepted if they object to scoring. All medical advertisements are subject to the censorship of the Contributions Dept. of Bart's. Orders marked for insertion on Saturdays must be marked "if possible." No advertisements of alcoholic liquors will be accepted under any conditions whatsoever—except during the months of July and August—and then only on condition that samples of the goods be forwarded to the Students for testing purposes (or the Advertisement Manager, in lieu of).

On the expiry of the present contracts no further ads. will be inserted containing arrows, sloping exclamation marks, half tone jazz, or white space to an extent rendering it unfair to other advertisers. No advertisement will be allowed to "stand out." Freak spaces such as 1" across 9 columns and then 2" down are not allowed. Half doubles or nothing is our motto. It makes such a nice tidy paper—besides, it's so easy. No free puffs are given. All our puffs are "write ups" or "news pars." All advertisements go into all editions, but only when possible. There is no devication from this rule.

Half doubles or nothing is our motto. It makes such a nice tidy paper—besides, it's so easy. No free puffs are given. All our puffs are "write ups" or "news pars." All advertisements go into all editions, but only when possible. There is no deviation from this rule.

One thing we nearly forgot, "we blanket the country." From Witney to Wapping, from Trent to Tweed, from Land's End to John o'Groats, from Mayfair to Montmartre, from Dover Street to Dixie, the "B.M.J. Rag" is read from the little village shop to the house with the blue door. We are the world's pick. The paper that picks their pockets on pay day—but not on Friday—that's Amami night. "The Rag" is the bad street of advertising. Messrs. Burroughs & Watts write, "It pools, and pools and pools." Mr. George Murray writes in similar strain. Mr. Paul E. Derrick writes, "What about Pyramids?" Book space now. The rates are likely to be increased on the slightest provocation.

The "Rag" is the Sunday Journal of the Easy-to-do.

#### GREAT TREASURE HUNT.

Thousands of prizes including:

- 1. A free operation at Bart's.
- 2. A front page in the Daily Mail printed in two colours.
  - 3. A write-up in Punch.
  - 4. A double-page spread in the News of the World.
  - 5. A ticket for the Publicity Club Gala.
  - 6. A new account.
  - 7. Exclusive rights to the use of Cooper Black.
  - 8. A portrait by McKnight Kauffer.
  - 9. A year's subscription to Peg's Paper.
  - 10. A blue door.
  - 11. Free roughs for life.
  - 12. "Amami" every Friday night for a year.
  - 13. A free membership of the Thirty Club.
- 14. Compulsory interviews for a month (state Agents preferred.)
  - 15. A free course of face lifting by Co-respondents.
- 16. An entry under every heading in the "Advertiser's Annual."

- 17. A solid black in the Christian Science Monitor.
- 18. Your copy written by Bernard Shaw for a week.
- 19. Exemption from "Author's Corrections" on your next catalogue.
- 20. Your portrait used in the next Craven A advertisements.
  - 21. The net sales of any newspaper.

The simple conditions are contained in the free pamphlet, sent on request, to the offices at The Red Lion. The following clues indicate the nature of this amusing competition. Send for the pamphlet now.

Start, dear reader where you see

Start, dear reader where you see
The object of your entrance Fee
"Let's all go down," they used to say
"Have a banana," give it away.
Leaving the Strand, by ties and socks
You pass the home of "Ethovox."
Into the Garden, well after the loot,
You tarry awhile and eat more fruit.

You tarry awhile and eat more fruit.

The prizes will be awarded at the terminus of the Hunt according to the arrival of competitors. In the event of two or more competitors arriving at the final clue at the same time the prize will be divided.

#### RAMBLES.

Organised by The Selmore Society.

First historical ramble round "Medical London." Among the places visited will be:

The Iron Jelloid Foundry. See the huge ingots of Jelloid being ironed.

The famous Zam-Buk ranch. See the trained goats bucking Zam.

The celebrated Cough Cure Observatory. See the eternal vigilance, watching for storms to collect genuine lightning for cough cure.

The Royal Mint: Testing the surface capacity of sixpences for Kruschen.

The Doan Deportment Studio.

The Beecham Workshops: showing cabinet makers turning boxes to be worth a guinea.

The Vitmar Quarries; Extracting Vitmar for building up on.

Also to be seen

Food being shot from guns, Rice shot from rook rifles, Vitamins at play, pre-digested food and other civilised habits.

COME TO OUR RAMBLE. DETAILS ON REQUEST.

#### TUESDAY, OCTOBER 12. GREAT GIFT AUCTION SALE.

A positively amazing variety of goods, useful, useless, interesting and superfluous. Amongst the many goods kindly presented and offered for sale are:

A "52" contract for any periodical.

A quantity of free, unsold and voucher copies.

A vacant bed in the accident ward.

One Line Zinco, cut as seven

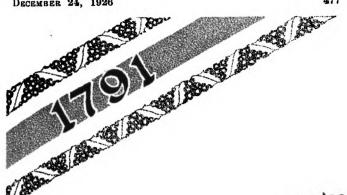
One bale containing twelve stereos, five electros, a deep etched half-tone and three Witney blankets (inked).

A packet of Vitamins.

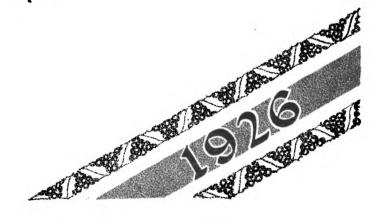
Vouchers of many well-known periodicals.

A genuine and very rare specimen standard rate card.

(Continued on page 478)



## Observer sends its Christmas Greeting to Advertisers and Advertising men



#### Bart's Week for Fleet Street

A large selection of whines, high spirits, and small beer. Season Tickets for the Advertising Exhibition and envelopes containing vouchers entitling you to Gas for a Quarter.

Scotch Whisky for a night.

Christmas Cards for a season.

Tomatoes and cucumbers for lunch.

Fruit for dessert.

Paint for good.

Spectacles for Life

and everything covered with glass

#### STUDENTS "RAG" DAY.

Students from all the rags in Fleet Street in a great rag day

Jack Akerman & Lints Smith with Barrel Organ.
Colonel Lawson & H. G. Reeves will drive and conduct Bart's Bus.
All fares go to "Bart's Week for Fleet Street."

Stephen Milliken & Laurence Hoey will collect with a giant newspaper owner 52 feet high.

Murray Allison will sell poetry and paintings.

Noël Surrey Dane & Maxwell Tregurtha will produce promotion matter on the pavement.

H. Simonis will do a Star turn producing pages of pictures.

E. R. Roberts will collect assisted by 24 pages.

The Rt. Hon. Charles A. McCurdy will drive through Fleet Street, and so to Bart's, in his car bearing an A.A. badge.

Horace Imber & Andrew Milne will follow driving a "Daily Chronicle" van.

T. B. Lawrence in costume as "Rip Van Advertising" will be installed a member of the Press Gang.

D. C. Cuthbertson will collect in kilts. Alex McKenzie will collect in Glasgow. Victor Salter will collect in Dublin. A. Canavan will collect in Ulster. Kingsley Belston will collect in Oxford bags. Bob Headley will take up a collection after the Third Port.

#### GREAT KINGSWAY CONCERT, 8.15. EMPIRE HALL.

Under the immediate and urgent patronage of Ex-Governors, High Commissioners (20 per cent.), High Handed Commissionaires, General-Agents of the Clients and Dependencies of Kingsway.

ARTISTES.

Sir Charles Iam
Philip de Gee Whiz Benson
F. E. Potter
Nash & Alexander
Austin Reed

E. W. Blarney
R. Summer Thomas
A. W. Delacour
Edward J. Burrow
J. J. Keliher

#### PROGRAMME:

From 8.15 to 8.45. Community Singing led by Lord Beaverbrook

"When the Blumenfeld is on the Rye"

"Shoe Shoe Shoe, I'm very much in love with you"

"Raise the Standard High," "The Last Rates of Summer"

"The Thin Red Line," "Go, Stanley, Call the Cattle Home" DUET: Col. Hutchison and Gordon Bogging
"An Apple a Day" Dr. A. Way.

THE CELEBRATED DANCERS:
Baber and Barney

in

"The Flat Foot Charleston" and "St. Vitas Dance."

EXHIBITION OF CLUB SWINGING BY Andrew Milne.

SONG: "Band of Hope and Glory"
Miss Marion Jean Lyon.

SONG: "Am I wasting My Time on You?"
(Dedicated to a prospect)
Sir Charles Higham
Accompanied by A. Porteous.

SONG: S. J. Peacock

"I've Never Seen a Straight Banana"
Accompanied by the Elders & Fife Band

RECITAL: E. W. Barney
Love Scene from Roneo and Juliet

SONG: Frederick E. Potter
"The Jolly Waterman" ... L. G. Sloan

H. A. Slow—Quick change artiste in

Impersonations from Dickens & Jones

RECITATION: E. S. Daniels

"The Night Watch" ... Ingersol

John Swain's Half-Tone Band

House Organ Recital by A. E. Goodwin, F.M.P.

#### WEDNESDAY, OCTOBER 13.

Great Boxing Tournament (under A.A. Rules) at the Fleet Street and Advertising Club.

Team Event;

Agents v. Representatives.

Also, Christmas Boxing contests and Advertising Exhibition Bouts.

Tickets 6/-, 13/-, 26/- & 52/- (no serious discounts and no free vouchers. Positions not guaranteed).

#### THURSDAY, OCTOBER 14. SECOND FLEET STREET RAMBLE

Behind the scenes at the Advertising Association.

Ancient Monuments: St. Ivel, St. Margaret's and St. Bride's.

A few (very) Agencies will be thrown open to Representatives.

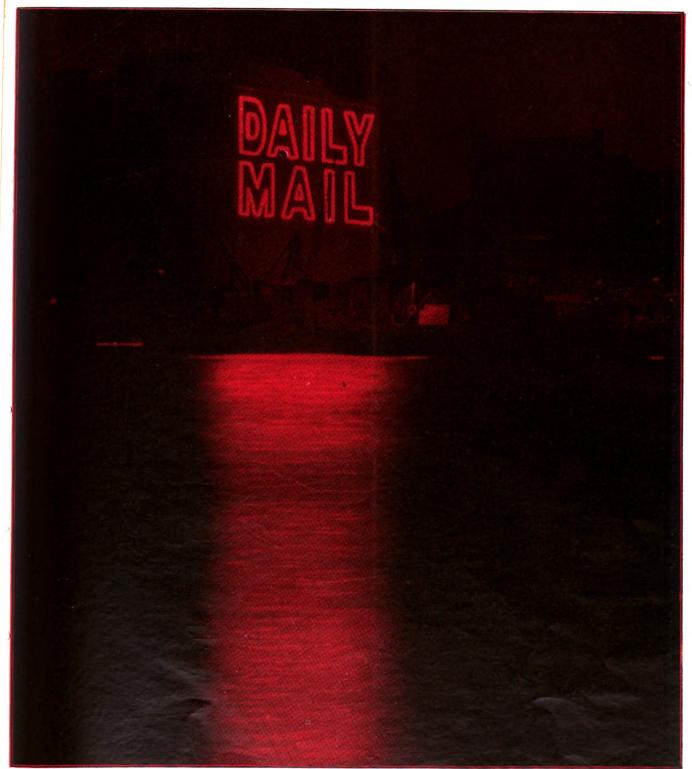
#### FRIDAY, OCTOBER 15. GREAT JUMBLE SALE

A large collection of Returns, Old Vouchers, Waste Metal, Circulations, Ordinary Positions, Bad Registers, White on Black Blocks, Bank Holiday spaces, Flyposters, Space Brokers, Promotion Matter, Late Copy, Author's Corrections, Ancient Lights and other nonsense. All to be cleared, lock, stock and barrel, without reserve.

<sup>\*(</sup>The Publishers accept no responsibility for the statements and unintelligent anticipations contained in this article, which is printed for what it is worth.—ED.)

<sup>(</sup>Thanks. I'll take it in cash or kindness .- R.H.)

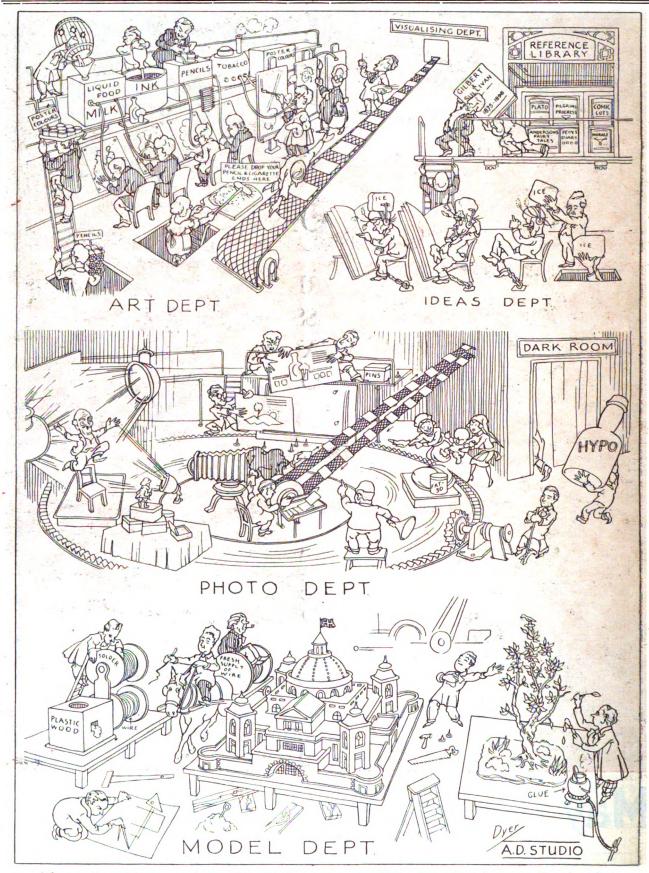




May You 'Set the Thames on Fire' in 1927

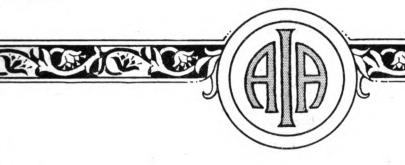
ASSOCIATED NEWSPAPERS, LTD., CARMELITE HOUSE, LONDON, E.C.4.

#### THE MODERN ART STUDIO.



After seeing this page, the public will have no more idea than they had previously of the processes through which an advertisement illustration goes

[Specially drawn for the WEEKLY by the A. D. Studio



## AN IMPERIAL CONFERENCE

CAN BE ARRANGED TO DISCUSS YOUR PARTICULAR SELL-ING PROBLEM.

This conference can be arranged—at your office or at ours.

IF YOU WILL WRITE US WE WILL BE HAPPY TO ARRANGE THIS CONFERENCE TO SUIT YOUR CONVENIENCE.

IMPERIAL ADVERTISING AGENCY,
52, BEDFORD STREET,
STRAND,
W.C.2

Phone: GERRARD 9237-9. Telegrams: IMPADVAGE. WESTRAND, LONDON.

F. J. McGLOIN

Controller.

## The Super-Expert

SHALL always remember with grateful pride that it was to me he came—it was I whom he considered worthy of his confidence. When, at some future date, we stand with bared heads before the statue immortali ing his contributions to the Progress of Advertising it will be a

source of pleasure to me to think that I was once his humble confidant. A great man, aye, a genius in his own way . . .

He was a Super-Expert De Luxe whose massive intellect scintillated like a brilliant star even in the advertising profession where we are all Super-Experts. He was a double-barrelled, self-starter, non-skid, un-leakable, foolproof, semidetached, all-on model. Full of Pep, Zest, Push, Zip, Punch and all the other graven idols to which copy chiefs so obsequiously bow down in worship. breezed into my office behind a huge gold-banded cigar and swished himself on to me with the tenacity of a wellknown adhesive paste. Except for his check suit and a deep-rooted objection to removing his bowler hat he looked just like an ordinary person from the outside. But he had this much in common with our other leading lights—whenever he opened his mouth to speak he said something.

"I've come to give you some help, laddie," he boomed. "I've been looking through some of the guff you put out and believe me, boy, it's mud—mud with a scum in it. My old Aunt Arabella who's been in a home for feeble minded this past twenty years would sue you for libel if you accused her of perpetrating it."

"Mind you, I'm not blaming you," he continued, kindly, "you're not the only one. You advertising men are all the same—what you lack is brains, and I've got 'em, so I'm going to help you, see?"

I made acquiescent sounds at the

back of my throat and he proceeded.

"I'll tell you how it comes that I'm willing to give you this valuable advice for nothing. 'Bout a year ago I was just a poor soft-headed mutt like yourself. Then I saw one of those advertisements—you know the kind, 'Do YOU Want to Earn £10,000 a Year?'



## COUNTRY

(Specially drawn for the WEEKLY)

Mr. Gregory Brown urges people to go to the open country by filling the poster with so many houses and trees that no open country is visible

—and I determined to better myself. So I took a postal course in 'How to Advertise in Nine Easy Lessons for 30s. Down and £1 a Month.' That was just a year ago. To-day I am worth nearly £50,000."

He slipped his thumbs in his arm-

holes and revelled for a minute in my incredulous veneration.

"Yes," he nodded, "£50,000 is enough for me to be going on with, so I have decided to put you other poor gawks on the primrose path of affluence."

I tried to register mingled admiration and gratitude.

"Now where you boobs go wrong," he continued, "is that you don't use your heads. Any commodity can be sold by advertising if you go the right

way about it and use a bit of savvy. Take mustard, f'rinstance. There's some firm spending thousands of pounds asking people to 'Join the Mustard Club' and such like tom-foolery to try and get them to eat mustard.

"That's all wrong. Any fool knows that all the money that has been made in the mustard business was not made out of the mustard people eat but what they leave on their plates. So what is needed to boost the mustard trade is an educational campaign with a slogan something like 'Don't Eat Your Mustard—Leave it on Your Plate!' You drop that little idea in the right quarter and you'll probably get a thousand or two."

Waving aside my incoherent thanks he got into his stride again.

his stride again.

"You get the notion? Step out of the rut. Take port wine—nobody seems to know how to advertise the stuff. If I was handling it I'd make every woman in the kingdom a port-wine drinker. How? Simple. Poster of a sailor and his missus embracing a lamppost. Caption—'A Wife in Every Port and a Port in Every Wife.' That'd fetch 'em! For a follow-up I'd have a picture of the inside of an inn. Customer in oilskins holding a bottle of Gilbey's port with the slogan 'Any Port in a Storm!'"

I must have fainted about here, because when I came to he was bending over me with a glass in his hand. He propped me up in the chair, ate another inch off his cigar and proceeded ruthlessly.

(Continued on page 520)

## Belfast Telegraph you must use it if you want ulster's trade.



## The Daily News

Founded by Charles Dickens in 1846

# Wishes you A Merry Xmas and a Prosperous New Year

on behalf of over 600,000 readers' families

## The High-Brow College of Publicity

Illustrated by the Macnamara Galleries

HE WEEKLY is in a position to announce this week, exclusively and on impeachable authority, the creation of the greatest institution for uplifting and ameliorating the advertising profession that has yet emanated from the brain of man.

This is the International High-Brow

College of Publicity.

It is under the most distinguished patronage, including H.H. The Dar-es-Salaam, H.H. the Strait of Bab el Mandeb, H.E. Signor Fussalotti, Cavaliere Smelli Gorgonzola, Senor Don Xeres y Angostura and the Prime Minister of Guatemala. (Stop Press: Since writing the above he has become the ex-Prime Minister, but that is his funeral.)

The benevolent promoters of this great effort to do good to a benighted folk strike the note in the very first words of their promotion matter. This is no mere Prospectus. This is no Syllabus. It is—

#### **PROPHYLÆUM**

Of course, the benighted folk will not know that word. It wouldn't sell a sardine to a hungry cat. But it is a word that looks well, especially when set in 48-point Goudy Bold Italic. And it will teach the B.F. to have a dictionary handy so that the said benighted folk may know henceforth that the Prophylæum is an ornamental structure in front of a temple.

Said High-Brow College being, as it were, the temple.

The High Priests are numerous. Their names occupy a full page of type—Old Roman, of course, though Grotesque Heavy would be more applicable.

Here are some of the Self-Elect:—

Professor Ketchum Young,
Dean and Instructor in
Multiplied Psychology.

Dr. Treetum Ruff, Sub-Dean, Warden and Lecturer in Geologic Physics.

Professor Bodoni, Lecturer in Anthropology.

Professor Manifold Stynx, Lecturer in Bio-Chemistry.

Herr Dr. Fliebüg, Lecturer in Pestology.

Monsieur Nathan Moïse, Lecturer in Economic Statistics.

There is no lecturer on advertising or marketing among the professorial directorate. Unless he is included in "etc., etc." at the bottom of the page.

The course of studies is intensively advanced. The subject of every lecture takes up about three lines as a title. We select a few

**FOR** 

**EVERY** 



The Sub-Dean

to show how much the students will benefit by a course:—

Geological Section. — Wegener's theory of the mobility of a double-column in space, with some consideration of the relativity of agent's commission to the canals of Mars.

Psychology Section. — Temperamental Defectives, or the unstable client, considering also the subnormal or the deficient in educational attainment.

Physiology Section.—Of the prevalence of *encephalitis lethargica* in the provincial printer with some notes on a case of pernicious anæmia in a proofing press.

Chemical Section.—The heating of gases by the pressure of confining copywriters within the limits of space and so producing hot air.

Zoology Section.—The Phæophyceæ and differentiated Tallophyta among typothetæ, with a consideration of inoculation by Phosphor Bold.

Economic Science Section. — The currency policy of Basutoland and its reactions on the quantity of pork in a can of pork and beans.

ADVERTISER.

H.C.F.



The Dean of the College

INTERESTED

Belfast Telegraph

AUDIENCE





Good Housekeeping in your home



With best mishes
from GOOD
HOUSEKEEPING

C. R. FASTNEDGE, Advertisement Manager, 153, Queen Victoria Street, London, E.C.4.

Northern Office:

1, Princess Street, Albert Square,
Manchester.

of pounds were spent in advertising it in the public Press, on the hoardings, and through every conceivable medium.

And yet it remained a mystery! Every day one seemed on the verge of finding the solution, but those who

sought to unravel the tangled clues only made confusion worse confounded.

One newspaper even printed what pur-

ported to be an interview with the

President, but it subsequently trans-

pired that at the time of the alleged

interview the President was as a matter

of fact languishing in gaol.

#### The Mystery of the Custard Club

A Reminiscence of Herlock Bones, Super Sleuth

By Daniel Bonney

VER since the success of his scarcely less illustrious cousin, Sherlock Holmes, in famous Ronuk case of 1926, my strange friend Herlock Bones has taken a marked interest in the activities of the advertising world. Accustomed as I was to his singular moods and varying humours, it was with surprise that I noted one morning that he was devoting more attention to the advertisements in his favourite daily than in even the latest arrivals on the course. I had only remarked upon this four times, when his marvellous intellect divined my interest, and he explained with his unfailing charm of manner (even removing his feet from my lap for a second) that he was expecting a visitor.

"An advertising man?" I hazarded. "No," he replied, "a Government official—and, unless I am very much mistaken, here he is."

For a pompous little man, clothed in a tall silk hat and the latest Dennis Bradley creation trimmed with red tape, was approaching the door of our Shaker Street flat. A sheaf of sample Savings' Certificates was affixed to the tail of his coat, and in one hand he carried a banner with the strange device, "Say It By Telephone." In a few minutes he was ushered in.

"Welcome, Mr. Lincoln Bennett!" cried Herlock Bones. Though I knew as a fact that he was unaware of our visitor's name a few moments before. I restrained my astonishment and admiration, assured that my strange friend's keen eye and alert mind had again been conducting a co-operative campaign.

The bureaucrat's agitation, already considerable-for no unagitated visitors were ever admitted to Bones's apartment, and the really star turns used to throw fits on the mat, thus causing the Editor of the Holborn Magazine to order another seriesonly seemed enhanced by this striking evidence of Herlock Bones's gifts.

"B-but," he stammered, "my name is Herbert Blenkinsop."

"Then you have someone else's name in your hat. I hope you have not stolen it!" was the bland response.

"But to business!" continued my friend, as with his complacent smile he plunged a garden syringe into a bucket of cocaine, turned back the sleeve of his dressing gown, and plugged himself

full of the fragrant weed.

Meanwhile, the trade of the country MAN BLOOMSBURY INVENTED LANDLADY WHO SERVED RICE RHUBARB PUDDING WITHOUT

Horrible Exhibits at the Custard Club

"Don't play with me, Mr. Bones!" cried Blenkinsop, who by now appeared in imminent danger of losing his self-control. "You know why I am here!"

He glanced round nervously. Opened the door. Closed it again. Whispered:

"It's the Custard Club!"

Even Bones could scarce restrain a shudder of horror at the name of this sinister organisation, the universal ramifications of which were threatening the very existence of the British Empire. You may remember something of its history. Its most extraordinary feature was that it was, so to speak, a blatant secret. Millions

was at a standstill. The miners refused to return to work until they were granted an interview with the President, the notorious Baron de Prune, and street-corner orators openly asked what was the good of an Honest Premier in a crisis like this?

Alone in all this fair England, Bones remained unperturbed.

"Very well, Mr. Blenkinsop," he smiled. "I was expecting this. We need not detain you further. But before you go, let me give you one piece of advice."

"What is that?"

"JOIN THE CUSTARD CLUB!" Blenkinsop blanched anew. "I

(Continued on p. 488)

## ast Celeara

COVERS A MARKET OF ONE-AND-A-QUARTER-MILLION PEOPLE.



## Westminster Gazette

Chimes in With All Good Wishes to Advertisers and Advertising Men and Illomen for a Joyous Xmas, and a T/C run of Health, Happiness, and Prosperity during 1927.

George Arhite

Advertisement Manager.

NEWSPAPER HOUSE 169 Fleet St. LONDON E.C.4: can't!" he whispered hoarsely. "I am the man who was

EXPELLED FROM THE CUSTARD CLUB! "Don't tell my aged mother. would break her heart! Farewell!"

We never saw him again.

"Now, Blotson, to action!" ordered Bones, donning his deerstalker and three-horse-power pipe. "We are going to visit the Custard Club!"

Armed to the teeth, we set out on

our perilous expedition.

We quitted our taxi in Kingsway (while our driver was engaged in an altercation with another of his kind) and hastened into the portals of an imposing building. Mounting three flights of steps, we came upon a great oaken door, stoutly barred. At our approach a sentry demanded "Who is the President of the Custard Club?"

This was evidently a sort of password, but nothing daunted my companion replied: "A very wise old Bird!"

We passed safely.

"Bones, you amaze me!" I cried. "How on earth did you know that?"

'Deduction, my friend, deduction. But hush, we are not out yet of the wood, as Mr. Sandeman once remarked.'

#### Challenged

And, indeed, we were now challenged by another sentry, whose features and figure seemed strangely familiar. His right hand he held concealed behind his back in what seemed to me a rather ominous fashion.

"Password!" he demanded.

Promptly came the response: "Even if you were born Green, you can be a Pearce-Duffer!

To say I was astonished is to put the matter mildly. But my amazing friend was not yet finished with his revelations. Turning to me with his smile, he murmured: whimsical "Meet Mr. Charles Chaplin, Chairman of the Pie-Throwing Section!" As Mr. Chaplin advanced to greet us, I observed that his right hand, previously concealed, held a ripe custard pie, nicely poised for throwing. We had had a narrow escape.

Then came the culminating thrill of that adventurous day. Grasping our trusty broadswords we entered the Supreme Chamber of Horrors, the conference hall of the Custard Club. Despite my not unnatural tremors. I gazed around with interest, for herein had been hatched so many nefarious plots which had led our country to the brink of destruction.

TO THE

It was a long and lofty apartment, fitted up with all the latest appliances for torturing the human frame. In one horrific device sat a loathsome individual who bore the label: "The Man Who Invented Rice Pudding, in another was encased a school cook, labelled: "The Man Who Invented

#### RULES OF THE CUSTARD

1. Each member shall prove his fealty by eating a pint of cold custard for breakfast every day for a year.

2. Any member who finds that the custard is not freshly made in a restaurant shall immediately commit hari-kari by falling on a dessert-fork in full view of the public.

3. Any member who may find any trace of custard in a railway buffet custard tart shall summon the Public Analyst to confirm his suspicions. done, they shall together recite the "Hallelujah Chorus."

4. Any member on seeing a prune shall think of custard.

5. On finding that the custard is not properly prepared in his home, a member shall register a strong protest. (The Club cannot undertake the payment of medical fees, but in special cases a permanent disability pension may allowed.)

6. Custard-pie duels are de rigueur for members having differences of opinion.

~~~~~~~~~~

Tapioca." I could scarce restrain a cheer at the sight of these criminals suffering the fate they so richly But I thought the Club had merited. perhaps erred a little on the side of severity in hanging an emaciated female who was neatly indexed, after the manner of zoological specimens: Bloomsbury Landlady Who Served Rhubarb Without Custard. Beware of Pickpockets. Prenez Garde de Voleurs. Cave Canum."

I remarked to Bones also on the peculiar triangular design of all the furniture and even the windows of the halls. "Everything," he said, "is prismatic in design, because prisms go with prunes and prunes go with custard."

Suddenly we were harshly accosted by an elderly man of foreign appearance, who demanded our credentials.

Herlock Bones drew himself to his full height as he responded quietly, The game's up, Rachmanovitch!

The man went pale to the lips, both Then snatching up his coat wavs. and hat he dashed from the room.

Bones smiled his tantalising smile. "A very simple case, my dear Blotson. The Custard Club is no more!"

I protested that this was wizardry, and after much persuasion my amazing friend consented to give a few details of his extraordinary feat.

"It was really childish," he said.
"The avowed object of the Custard Club was to promote the eating of custard, but it was obvious from the first that there was a more sinister movement behind this. Now Custard has the peculiar virtue, so its supporters allege, of making stewed fruit palatable. Note that. Blotson. stewed fruit. Stewed fruit in general. It does not confine its gustatory aid to branded fruits or Empire fruits. Indeed, it renders these indistinguishable from foreign imported fruit!"

I drew a deep breath. The significance of the plot was becoming clearer, though I gasped at its daring.

"Yes," continued Bones, "the true object of the Custard Club was to make 'Red' rhubarb as palatable as patriotic prunes, and the scheme was cunningly launched coincident with the opening of the advertising campaign of the Empire Marketing Board! And you see here the source of their revenue."

#### Vast Monies

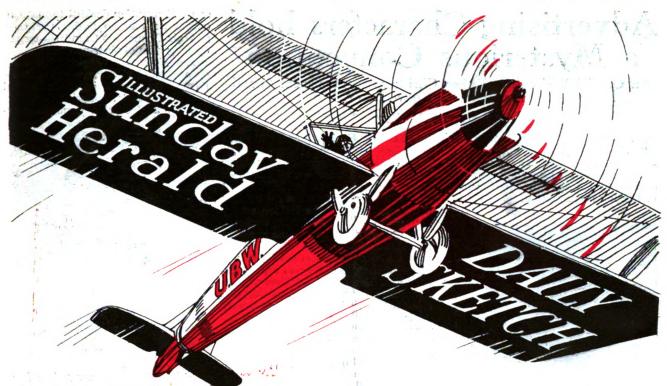
He pointed to several huge blocks of compressed paper, curiously marked. 'Russian roubles," he explained, greatly compressed for convenience of handling. That block of notes" indicating a solid chunk about the size of a kerbstone-" is worth no less than 81d."

Thus attained my strange friend the climax of his amazing career. very night Tom Jix, the popular Prime Minister and Film star, was able to announce to a crowded and breathless House that the Custard Club was no more, that the miners were clamouring for less pay, and that advertisers in Punch need no longer book in advance. In fact, all was well.

The rest is history. I have only ventured to set down these few facts. here so that the public might appreciate the inner history of that strange organisation, the Custard Club, and also because of the urgent need of funds for my League for Prolonging the Lives of Departed Spirits.

NORTHERN

HOMES OF



Wishing you
a "high old time"
with a "quick,
and sure return"
in the two
Powerful Picture
Papers, during
the coming year

Muc. B. Walmsley

Advertisement Manager,

Daily Sketch & Illustrated Sunday Herald, Ltd., 200, GRAY'S INN ROAD, W.C.1

## Advertising Characters hold a Mysterious Convention

An Official Welcome to Father Christmas as Permanent Grand Master of the Convention

By Hopton Hadley

UST as this Double Number was about to go to press, a rumour reached us that many of the best-known advertising characters had decided to follow the modern fashion of holding a convention.



After-effects of the Characters' Convention are noticeable in this illustration—

A trustworthy representative of the Advertiser's Weekly was hurriedly assigned the job of obtaining some advance information for this issue.

Press closing time was at hand when a sheaf of notes mysteriously dropped upon the Editor's table. The sheets were filled in a strange handwriting and what appeared to be an intelligent anticipatory report of the actual holding of the Convention.

A vain search was made for the Advertiser's Weekly representative, but he was nowhere to be found. The Editor therefore publishes the following "exclusive report" with all reserve:—

The Street of Adventure

Fleet Street is famous as the Street of Adventure; indeed, it also well deserves the title of "The World's

Whispering Gallery."

Like Time and Tide, the Press waits for no man. And like the fearsome dragons of old, its roaring monsters must be fed their regular meals—of news hors d'oeuvres and the more vitamin-rich fare of whole and half pages, and treble, double and single column advertisements, down to the modest classified "smalls," so often "crowded out" by the much more

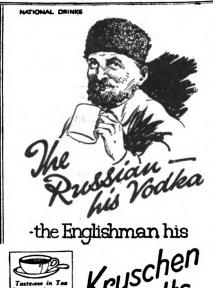
substantial "displays" and still more financially satisfying "prospectuses."

Freed from the necessity of "Going to Press" on Christmas, all the most famous Advertising Characters decided to celebrate their freedom by holding a Convention after the fashion set by their sponsors in Advertising circles.

In order that the self-same sponsors should not feel doubly puffed up by reason also of their too hearty observance of the old Christmas injunction to "Eat, Drink and be Merry," the Characters famous in Advertising decided to hold their Convention in secret.

Fleet Street was decided upon as the venue for the Convention, as being the most unlikely of all places to harbour a single representative of the Advertising and Journalistic professions, following the preliminary closing down celebrations of Christmas Eve.

Unanimously, the members of this





Kruschen Salts

Good Health for a Farthing a Day
Start the Kruschen habit now.

Start the Kruschen habit now.

A 1/9 bottle contains 96 doses, and
lasts 5 months. Start now. You
will be many years younger before
regular morning "pinch" to-morrow.

you are many days older.

this is the result of reading too much Chekov, or study of a symphony by Stravinsky

secret Convention decided to make an official welcome to Father Christmas as their Permanent Grand Master the opening item of their programme.

opening item of their programme.

The Convention Spirit was early endangered by the rivalry of those members representative of the Gas and Electric interests, following their election as a Reception Committee ap-



and in this, which seems to have been arranged by Benedict, the married man, while—

pointed to display light signals as a guide to Father Christmas.

It required the united persuasive efforts of the Gilbey Fine Old English Gentleman, Johnnie Walker and the Sandeman Partners, ably supported by the White Horse, Black and White, Bass, Worthington, Truman and others to restore the Convention spirit of "Each for All and All for Each."

The Fine Old English Gentleman said the right word in season when he pointed out to the disputants that the Chief Guest of the Convention would appreciate "Warmth" as well as the "Light." On this the Gas and Light." Electric representatives cordially shook hands and set about their delegated duties with a right good will that was obvious to all. Mazda, Osram and Neron were seen helping to erect a Welsbach lighthouse, and the lighting up of a giant unbreakable Veritas Mantle. The Gas representatives reciprocated by turning on the Electric Signs outside the newspaper offices.

All went merry as a marriage bell after this.

Signal lights and fires of welcome were blazing when the sound of sleigh bells heralded the approach of Father Christmas.

(Continued on page 509)

## Belfast Telegraph

LARGEST CIRCULATION IN A POPULATION OF 1,256,322.



THE artist who has illustrated our Christmas & New Year Greetings to Advertisers & Agents appears to think that our Mr. Noel Layton, well=known as an international golfer, brings the same energy and prowess to the task of completing rush settings to time as he does to winning uphill games. \* \* \* He is right.

may 1927 be Your Record Round!

WISHING YOU ALL HAPPINESS AND PROSPERITY

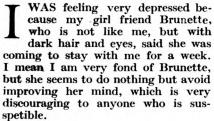
### C+&+E+LAYTON

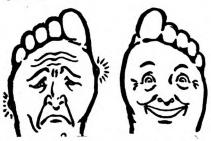
TYPESETTERS · STEREOTYPERS · GENERAL PUBLICITY PRINTERS FARRINGDON STREET · E·C·4

Established 1835

#### Gentlemen Prefer Pond's

By Annie Taboos





So Sir Augustus laughed and wasn't depressed any more

But afterwards, when I got another letter, and it was from the Advertiser's Weekly editor, I was not depressed any more. So he said would I send some of my extracts from my diary which I am writing. I mean he wanted to print them in his paper because a lot of his readers want to improve their minds. And I wish Brunette did but she doesn't. So he said he would pay a thousand guineas for my extracts, but I do not know how much it is in real money. I mean dollars. So I think the editor must be very refined to pay me a thousand guineas. I mean, I expect two thousand guineas is too refined to expect an editor to be.

So here are a few of my extracts:

May 15

It seems as though Brunette does not know any difference between a week and a month. I mean she is still here. She said last night could she bring a gentleman friend to supper? So I said yes, if he is refined. So he came, and his name was called Sir Augustus, and he was not married. After supper, Brunette was washing up in the kitchen, so Sir Augustus said to me, "Shall we go to a night-club,



A story of blonde and brunette

just us two." So we took off our shoes, and went downstairs very soft, and went to the night-club. I mean I do not think he is quite the sort of gentleman friend for a girl to have like Brunette. I mean she does not allways talk refined.

May 28

For the last two weeks I have done nothing but meet Sir Augustus unexpectedly in all the unlikely places. The second time I met him he said he was sure I had a good influence on him, and I was to be his little inspiration. He is very busy all day making a lot of other people's money, which he does not know what to do with, so I am to help him to do it.

So he told me he was a Duplicity Expert. I mean that is what it sounded like, but he had his mouth full when he told me. So what he really meant was Publicity Expert. I mean I do not think there is any difference, but Sir Augustus says I am cynickal. So I expect I shall be very busy being his little inspiration. He says Brunette is no good for uplifting people. She is not so very much better than she ought to be. So they are not friends any longer.

June 10

Sir Augustus asked me to marry him to-day, so I managed to look very surprised. I mean I thought he would have asked me before. So we are to be married, and Sir Augustus said I must learn all about his work if I am to be a little inspiration. I mean I have to know about advertising and salesmanship and whisky, and—and—and campaigns and—and spreads. Spreads made me think of a meal, so we went to the Monico.

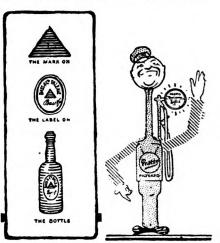
June 22

It is very discouraging being a good influence on a Publicity Expert. I mean they think they know everything. My girl friend Brunette says most of them are flap-eared octopuses. So I am afraid being a movie actress is not making Brunette very refined. Sir Augustus asked, could I give him a refined suggestion for a way to

increase sales of silk stockings and undies. So, when I said it would increase sales if he bought me a dozen pairs of each and told him what I wasn't wearing because I hadn't got any he was very depressed. So he went on being depressed until I said I hadn't had any lunch since yesterday. So he said we'll have lunch at a club and I said I don't want an imitation lunch. So he laughed, and wasn't depressed any more.

August 3

Sir Augustus thought to-day it would be nice to have a very quiet wedding. I did, too, but I said it would not be good for the Publicity Experting that he does. I mean if I am to have a good influence on a gentleman who does nothing all day except worry about lay-outs and spreads I ought to be



"A Little Inspiration"

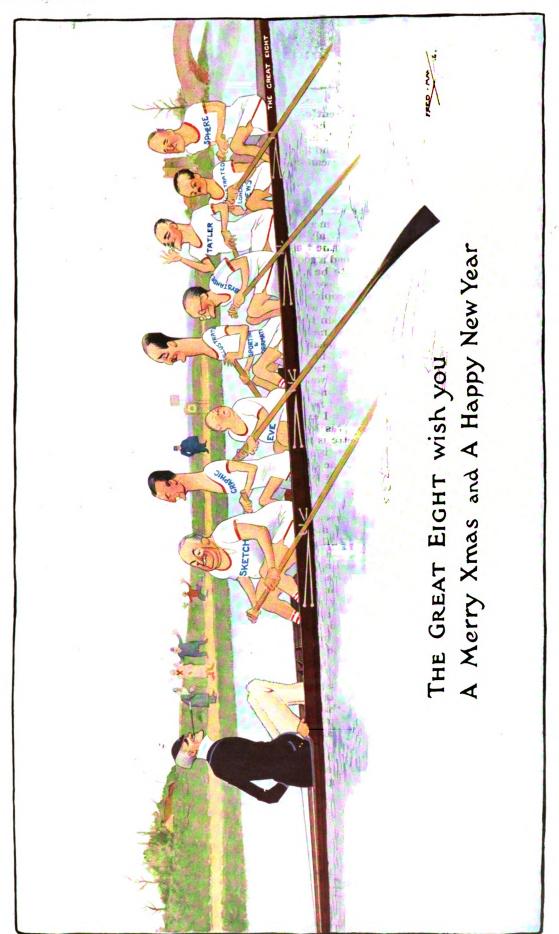
So very refined

married in St. George's Square, Hanover, at the least, if not St. Paul's. So I may not marry Sir Augustus after all. I mean I am very sorry, because he said after we were married, he might have to leave me a lot and go to a lot of Advertising Convenshions which are in Manchester, where it is never doing any thing except raining, which is why they have the Convenshions there, I expect. to brighten them up.

So I am feeling very depressed today. I mean I shall not be surprised if Sir Augustus marries Brunette. I mean she told me she doesn't wear C.B. or any other sort so she has not got a very refined mind. So it will serve

them right.





By a constant consumption of advertised goods, Of advertised drinks and of advertised foods
We manage to build up the requisite strength
To propel the old boat along length after length,

Till at Christmas we rest on our oars for a while And we draw a big breath and we smile a big smile, And we hail all our friends, both afloat and ashore, And we wish them the best of Good Luck—and some more!

:25t **3** 

#### A TEAM TO BEAT THE **AUSTRALIANS**

N these days of drawn test matches and stereotyped batting it has fallen to the lot of the ADVER-TISER'S WEEKLY to suggest a team capable of defeating the Australians. There is no doubt that if the following team were well set they would give a wonderful display.

The team, with reasons for their

selection, is:

C. W. Hobson,-Always gives a

good display in classic style.
J. M. Walker.—Makes the ball travel at express speed by L. M. S. to the boundary. Has been known to make a ball travel from Aldwych to Gleneagles.

#### We Hear—



THAT Mr. C. W. Hobson has joined the Mustard Club

E. W. BARNEY.—Can tap it, hit it, smite it with anyone. As a change bowler shows a judicious use of right

R. J. SYKES.—Selected as wicket keeper. Sooner or later captures most

people.

R. W. THOMAS.—Hits plus fours and has a stylish new cut. Keeps in the crease although fleet of foot. and wears and wears down the bowling until the Dominion players are tyred.

Tom Purvis.—Puts a little colour into the game and draws rounds of

U. B. WALMSLEY .- A Sketchy bat, but can stay in the picture all through Sunday, if necessary.

ARTHUR CHADWICK.—Has the stamp of a cricketer and can dispatch most things post haste to the boundary.

J. C. AKERMAN.—A great bowler at Times. Once gave a great Exhibition at White City bringing off some remarkable catches.

ANDREW MILNE.—A Conventional all-rounder always worth a place.

Eric Field.—His most recent score in Club cricket is "Thirty." Uses a bat made of Erwood. A good slip field.

Umpires-Louis Kaufman and Thomas Russell.

L. F. H.



# Sincere Greetings

To all users of Gee and Watson Blocks; and to those readers of The Advertiser's Weekly who have yet to become users we send hearty greetings and good wishes—thoughts as true sincere as the blocks we make.

# Best wishes from



Phones: -CITY 7257-8 and 9.

Blocks that tell are the Blocks that sell.

#### Things That Might Be Advertised

But Probably Won't Be-A Few Unpractical Suggestions

By "Nescior"

DISTINGUISHED member of our profession has recently suggested a number of things that ought to be advertised but aren't. Now, while agreeing with him as far as he goes, I don't consider he goes far enough. The following are a few simple suggestions for brightening London, Paris and New York, prolonging the life of the human microbe and overcoming the more serious ills that flesh is heir to.

Anyone who so desires is at perfect liberty to exploit the said suggestions without acknowledgment of their source, and I shall indicate the lines along which the campaigns can be run to save the Market Research and Psychology crowd any undue effort.

First on the agenda I place that honourable institution, so fast following in the tracks of the Dodo-the top hat. This admirable form of headdress has undoubtedly dropped out of the scheme of things for lack of being boosted. I don't know that there is any particular reason for resurrecting it from its respectable obscurity, but if anyone should be able to find the reason, here is the

Mystery Posters

The campaign should start with a few mystery posters such as "Has Father joined the Top Hat Brigade? If not, why not? Write to John Bull about it!" You see the idea: inst a little simple curiosity raiser. Then might follow a series of Press ads. outlining a few of the glorious exploits of the Top Hat Brigade-Charge of the Six Hundred, etc.—the copywriter to decide what they charge. Some intriguing sketches of the Officers of the Brigade would add to the scheme General Topham, Col. Silksley and Major Corkshape, elaborations ad. lib. (Plagiarism is, obviously, taboo.)

My next suggestion is a health cam-paign entitled "Breathe more Oxy-Of course, I know one must breathe a certain amount of Oxygen anyway and I haven't yet discovered who should finance the scheme, but these are minor matters. The copy might run on the "Who's been missing his Oxygen this morning?" lines. The illustrations would probably take

the form of lightly attired figures positively radiating energy, as they draw deep breaths of chilly morning air: the great aim of the whole scheme being to popularise "That Oxygised Feeling.

The Christmas Season should provide a valuable opportunity for some co-operative publicity on the part of that much abused fraternity, the Chimney Sweeps. A Safety First campaign seems indicated. "One way traffic in your chimney this Christmas"; "Safety First—Consult your Sweep," and other equally crisp and arresting phrases. There should undoubtedly be scope here for the right man, but I have an idea I am not the man.

The Wrong Way

There are at the present time few people who can consider the Chancellor of the Exchequer with equani-mity. Why not? Obviously, because he goes about his extortions in the wrong way. Why can't he give a friendly aspect to his dealings with a little judicious good will advertising? How much more sympathetically we should open our Income Tax, Property Tax and Super-Tax papers if a few days previously we had received an engaging little folder, pointing out the very awkward position of an expender of the nation's wealth who had nothing to spend, and soliciting our help and co-operation. A real man-to-man talk, with a ring of good feeling about it, would do more than the fiercest Shylock tactics. Why not try it, Mr. Chancellor, and win the undying love of the British nation? Of course, it might not work out quite so well as that, but if you don't try you can't possibly know.

Great anxiety has been expressed in certain circles because of the refusal of spirited and charming young brides to promise to obey the mere males they have graciously consented to marry. To find any adequate reason why they should obey the said males is frankly beyond me, but it would be easy enough to lure them into going through the required formula.

Some inspiring quotations from the poets on the subject might form the

basis of a splendid series in the ladies' journals. I can't think of anything suitable at the moment, but there must be plenty of material available. Another excellent method would be the storyette. "Penelope was beautiful, talented and in every way delightful, but . . . . " and the story would reveal quite naturally the tragic results of Penelope's refusal to obey her lord and master. Rather childish perhaps, but not more so than stories of hideous wenches turned into fairy princesses overnight by the use of Flitterby's Face Cream.

Last, but by no means least, why has no publicist vet tackled the servant problem? What more simple than to start a bright little series of educataional talks to girls, with such captions as "Happy Homes for Helpful Girls," "Woman's Rightful Sphere," "England Expects that Every Girl,"

#### The Way To Do It

You see the kind of thing: appeal to their patriotism, stir their emotions; drag them by sheer force of suggestion from their shops, their offices and their factories. Add the bait by way of fascinating little illustrations of the ideal modern maid in gowns that her mistress might envy, wave the magic wand—and there you are. (Never mind where; you'll probably find that out quite soon enough for yourself.)

Further suggestions from readers along these lines will be welcomed, but please don't address them to the Editor of the WEEKLY.

#### Misplaced Headings

Onyx Hosiery-" Best in the long Otis Elevators-" Good to the last

drop.

Klaxon-" His master's voice." Ford—"I'd walk a mile for a camel."

Fatima—" I'se in town, Honey." Ivory Soap—" There's a reason." Listerine—" What a whale of a differ-

Palmolive—" what a whale of a difference just a few cents make!"

Palmolive—" 44 years without loss to an investor."

B. V. D.—" Ask the man who owns one."

Cunard-" It floats."-Ad. Chat.



READ IN THE HOMES OF NORTHERN IRELAND.

SING OF PAPERS LID

RTHERN RS LTD.

ERE'S ALL YOU WISH YOURSELF WAS



#### Club Notes and News

Owing to the sensational growth of the Club Movement, the "Advertiser's Weekly," regardless of expense, has secured the services of a corps of special correspondents to tour the clubs of Great Britain. These correspondents include some of the most famous men in the world. Among them are Sir Philip Dentifrice, Sir Squeaker Wallis, Sir C. J. Fetchum, Sir W. Tommy Birch, Sir Leonard Foam, Sir G. Guard Cost, Sir Huge Swallow, Sir Percival Rubber Heels. The exclusive stories given below are full of world-wide and stirring portents

Monymusk—Some Problems of Market Research

HE Sunday School was crowded on Friday night when Mr. John D. Churchoak gave an address on some problems of market research. He said that Monymusk had some fine goods to sell, but it was necessary to discover the right markets in which to sell them.

He did not suggest that Monymusk would be able to compete with such big towns as London within the next few years, but if the people of Monymusk set about it in the right way they would shortly be able to flood the markets of the world with eggs, the staple industry of the town. Monymusk eggs would become world-famous. People in China would rely on Monymusk for their freshlaid egg each morning,

"It is essential," the speaker continued, "that we should sell to markets that have not reached saturation point. It is impossible, for instance, to attempt to sell our eggs to the neighbouring town of Tillyfourie. This place has a population of only four people. Two of them do not cat eggs, and Mrs. McKarswood has two hens which can be relied upon to produce sufficient to maintain the rest of the population in ovicular nourishment.

"Another important point is to find out the type of people who inhabit the markets of the world. The people of another neighbouring township, Kemnay, for instance, are all strict vegetarians, and will not eat eggs on account of the fact that those same eggs might, if not boiled, fried, poached or stewed, produce chickens. They do not realise, of course, that Monymusk eggs never produce chickens." (Cheers.)

#### Pinport-New Sales for Hairpins

For some time past a series of private conversations with manufacturers and the local representative of the Great Press Puff Paragraph Bureau have been carried on. The climax was reached this week when the Controller-General of the G.P.P.P.B. paid a visit here and reviewed the situation. The meeting was strictly confidential, but the following statement was afterwards issued to the Press. The meeting of Hairpin Manufacturers Allied and Amalgamated, and Unlimited, discussed with a London delegation their problems of salesmaking. It was proved to the satisfaction of the delegates that the trade in hairpins

#### WHAT'S ON

Publicity Club of London.—February 29, Hotel Special, 6 to 4 (against). Mr. Roy Hendy's bachelor party to lady members.

Glasgow.—January 1, New Year Party with gifts of free space.

Cardiff.—December 25, "Dock Dues on Mistletoe," paid by Dockett Smith.

Nottingham. — December 26, "Boxing and Branding for Boot's Laces." A very imaginary campaign.

Regent. — December 24, "Increasing the Intake of Challenge Cups," by Messrs. Redgrove and Rose.

Oxford.—December 31, "The Little Grey Book, or Hints on Deportment," with demonstrations of good behaviour by the Vice-Chancellor and good memory by Mr. Pelman.

had sadly fallen away and they were requested (as publicity and sales experts) to provide a remedy for this state of things.

After an interesting discussion, which started with breakfast and was continued after lunch till tea-time, the following scheme was approved: That hairpins be packed in attractive style with the branded name of Pipe-cleaners and sold by all tobacconists at ten for sixpence or twenty for one shilling, and that each packet contain a free sample coupon entitling the buyer's wife or sister to apply for a booklet on "How to do your Hair." That the Great Press Puff Paragraph Bureau arrange a luncheon party at Olympia, London, and invite all the Press Agents as guests, when their assistance would be secured to launch the campaign which would take the form of letters or articles written by wellknown Society ladies and popular actresses with their photos) to appear in every newspaper published. These letters and articles would bear such subjects as "Is the Bingle Doomed?" "The Eton Crop Eclipsed." "Shingling Shallows Nature," Let Woman's Crowning Glory Grow Again."

The appropriation for the campaign, it was estimated, would be a mere bagatelle of half-a-million.

Cea-on-Sea—Inspiring Cockle-Shell Trade

One of the most successful propaganda meetings for local industries was that held last week at the Marine Hotel, promoted by the Sales Managers Incorporated and the Advancement League for the Betterment of the Town. The attendance was a record one and the house-full bills had to be exhibited outside the hotel. Punctually at 8 o'clock (the meeting having been called for 7.30) the Mayor took the chair and before introducing the principal speaker, the Editor of the Gravel Path Gazette, had a few kind words to say about the work of the Associations in their "misguided" efforts to push the industries of the town.

efforts to push the industries of the town.

The Editor of the Gravel Path Gazette congratulated the Sales Managers and the Advancement League on the progress they were making in developing the principal export of the Cea-on-Sea cockleshell trade. When he last addressed them their weekly output was barely five tons, to-day, after an extensive advertising campaign, they were selling fifty tons.

By the aid of a series of graphs and lantern slides (the latter kindly loaned by Homes and Gardens) he demonstrated how the output had grown and would

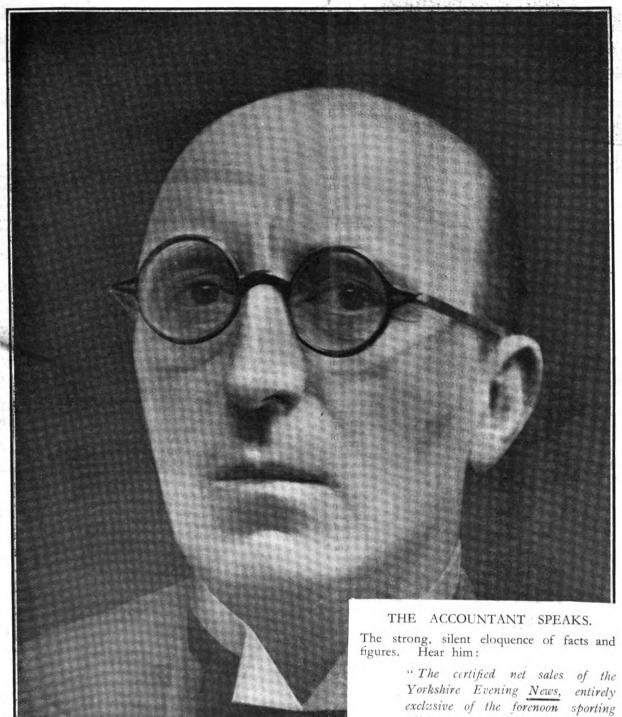
Taking the official returns of houses built during the last year, the length of the garden paths to each house, the low cost per yard of cockle-shells for pathmaking, he could see no limit to the demands likely to be made on them. The Editor was cordially thanked for his inspiring address by the hon. secretary, who informed him that the combined Associations had approved of renewing their page in the Gravel Path Gazette for another twelve months at a total cost of twelve guineas, less 10 per cent. series discount and 20 per cent. agent's commission.

#### Smokem-on-Severn—Gentle Art of Swallowing

This interesting fish-curing town has been in the throes of considerable controversy owing to the activities of the Safety First Council of the local Advertising Association, which, since it was founded six weeks ago, has with great persistence advocated a policy for making better known the famous brand of smoked salmon for which the town has gained great renown. At this week's meeting the chairman said he had submitted the correspondence to a well-known



CARRYING MORE ADVERTISING THAN EVER.



editions, are in excess of 140,000 a day.

#### YORKSHIRE EVENING NEWS

Head Offices:

Trinity Street, Leeds

Telephone: 16 lines, 27341.

London Office:

Private Wire and Advertisements,

150, Fleet Street, E.C. Telephone: Central 3338.

GLASGOW OFFICE: 219, ST. VINCENT STREET.

#### CLUB NOTES AND NEWS-(contd. from p. 498)

advertising agent in London, who had promised, if need be, to address them on the subject. He was prepared to prove that the great buying public could be made to swallow anything if only it was well and efficiently advertised—in the way that he could do it.

#### Three Tuns Association—A National Problem

The recently-formed Self Help Advertising Sales Promotion Association of the Three Tuns held another meeting in the Freemasons' Hall, when a paper was read by Mr. Peter Pan Prentice, head of the Collosal Horse-Hair Combine (established one hundred years), who took as his subject "Should Horses' Hair be Introduced into Feather Beds."

The speaker prefaced his remarks by saying he had been reading in the WEEKLY that a big man who seemed to know all there was to know had been asking the question, "What Was There Left to Advertise?"

Their association had been formed to put push and pep into local industries. He had had a census taken of the state of business in their midst and the return showed that the horse-hair trade needed when the per hear hear.

As their chairman and the biggest employer of labour among them, he thought it imperative they freely discuss this most important matter. New uses must be found for horse-hair. He himself had a brilliant idea. Much was being made by advertisers of patent mattress supports. His scheme was that if horse-hair be introduced to the make-up of feather beds there would be no need for these much-vaunted patent mattresses.

#### Llanforaul—What About Welsh Mutton?

An unexpected scene upset all the schemes made by the Advertising Club of this go-ahead Welsh town when the members met on Tuesday last to hear Mr. Hornblower, of London, who had specially travelled to the wilds of Wales to address them on "What can we do with Welsh Mutton?"

with Welsh Mutton?"

Prior to the meeting Mr. Hornblower was entertained at the Sheep's Head, when Welsh mutton of the most tender and juiciest kind was served as the principal dish. The Londoner was most enthusiastic at this preliminary meeting, and his remarks convinced his hearers that they were tackling a big subject. "Why shouldn't Welsh mutton be as widely known as Palethorpe's sausages?" asked Mr. Hornblower. Echo answered "Why?" At the big meeting—there were at least twenty people there—in the Town Hall, Mr. Hornblower put the same question, and the enthusiastic members in a body shouted, "Why?"

"The reply is a negative one and simply one of production," said the speaker. Mr. Evan Evan Jones jumped up to a point of order, as he called it, and shouted "Production be blowed. Whatever is the man talking about? We can produce Welsh mutton at the same rate as a certain Dominion over the sea can produce rabbits."

The experienced Mr. Hornblower was in no way put out at the interruption. Continuing, he said "I came here to ask 'What can we to with Welsh Mutton?" when a voice at the back of the hall shouted out "Eat it, of course." "Eat it, is the correct answer, sir," retorted

Mr. Hornblower, "but what we want is to get more people to eat it, my friends."

At this point the chairman was handed a note by the hon. secretary. Asking Mr. Hornblower to excuse him, he informed the meeting that there was a deputation without who desired to lay their case before them. The deputation was asked to come forward, when six brawny shepherds and their dogs appeared. The spokesman said they had come there to tell them what to do with Welsh mutton. The answer was a simple one—leave the sheep alone and don't use them up rapidly and put the poor shepherds on the dole and their families in starvation.

It was a touching speech the poor fellow made, and even Mr. Hornblower took out his handkerchief, like the others, and wiped his eyes. The chairman, obviously affected, suggested the question, "What Can We Do With Welsh Mutton?" be held over till next lambing season. Mr. Hornblower cordially agreed.

#### Quick Work

—"Do you find that advertising brings quick results?" asked the timid experimenter with publicity of a more seasoned business man. "I'll say it does!" came the prompt reply. "Why, only the other day we advertised for a night-watchman, and that very night the safe was robbed."

#### An Indian Advertisement

"Mahomedsman hair-cutter and clean shaver. Gentlemen's throats cut with very sharp razors, with great care and skill. No irritating feeling afterwards. A trial solicited."

### SPRING FAIR, 1927



#### Visit the Largest International Trade Exhibition in the World

11,000 Exhibitors from 21 countries.

160,000 Buyers from 44 countries.

1,600 Different Classes of Goods displayed.

For full particulars apply to: The Offices of the Leipzig Fair: 1, Gower Street, LONDON, W.C.1; 166, Buchanan Street, GLASGOW, C.2, or to: The Leipziger Messamt, LEIPZIG, Markt 4.

(S.A.S. Ltd.)



# The People extends to all friends its best wishes for Christmas and 1927

anter & Liet &

ADVERTISEMENT DIRECTOR, 222-225, STRAND, W.C.2.

Telephone: Central 5691 (5 lines).

# **OUR NEWEST** DOMINION-

#### THE **IRISH FREE STATE**

IN THE " DOMINION " NEWSPAPERDOM

THE IN FREE STATE THE "KING-PIN" IS ACKNOWLEDGED TO BE THE

# Independent

One of the most enterprising morning newspapers in Europe.

Net sales regularly published since 1907.

London Office: 118, Fleet Street A. J. Wall, Manager.

DUBLIN: Head Office: T. A. Grehan, Advertisement Manager.

#### If the Government MUST Make Money.....

A few suggestions to take the place of Postmark Advertising By "Ether"

HE general outcry against the Government proposals to produce revenue by overprinting postal correspond-ence with advertisements secured the withdrawal of the proposal.

If only our legislators would introduce a little more imagination into their proposals, what a brighter world it would be! In this instance we were threatened with the use (or misuse) of our correspondence for the sake of a few thousand/ pounds per annum. "If you venture, venture boldly" should have been the Government's motto, but instead of a lion they produce a mouse-and the next-door neighbour's at that.

Now it is my purpose here to demonstrate what a wonderful revenueproducing opportunity has been missed through the lack of a little imagination.

Mail Vans .- A commonplace subject truly, but what an advertising proposition going to waste. Let us assume there are 10,000 mail vans in use by the G.P.O. throughout the kingdom and the sides of each were disposed of to a national advertiser at a rental of £5 per annum—result, annual revenue £50,000.

Here is a possibility :-



Ministry of Health.—Here's opportunity for collaboration with the telephone services. For a given sum it could be arranged for every telephone subscriber to be rung up each morning with a message such as :—
"Good morning. Have you used

Pears' soap?"

Of if the call be answered in a surly manner :

Kruschen ? " been

A number of advertisers would easily provide an annual revenue of, say,

War Days and "Split and Polish" suggest an opportunity of turning Whitehall into a profitable advertising medium. The crowds which assemble to witness the changing of the Guard offer a good target for pushing certain household commodities. A poster on the following lines and corresponding handbills, with perhaps free samples, would not fail to be effective.

The LIFE-GUARDS

Use the following:-SAFE-GUARDS

NUGGET FOR WELLINGTONS Both Preserves and Polishes

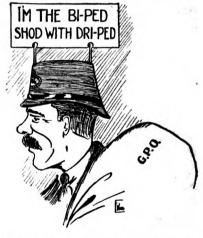
BRASSO for BUTTONS BRIGHTENS AND BURNISHES.

By order. The Brass Hats.

This, with additions, would net, say, £5,000 per annum.

There's Nothing Like Leather.— Our friend the postman offers an interesting suggestion. On his feet all day and wearing out leather at a rate to make even the father of a large family gasp. What an opportunity for

Dri-ped to sole the boots of our postmen in exchange for an advertisement on their headgear. For example:-



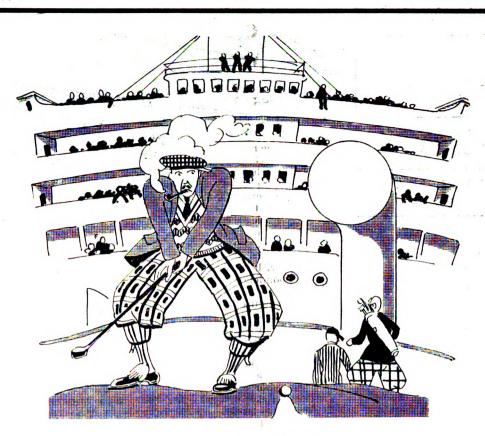
Estimated net saving to the Government of, per annum, £15,000.

Telegraph Services .- Now, telegrams breathe urgency. What an opportunity for the Big Sales, both here and in the Provinces. Take London-every telegram sent into the Metropolitan area might have an announcement at the foot on the following lines :-

The Last Day.
COME AT ONCE. BARGAIN-BASEMENT BRIMMING OVER. SELFRIDGE'S.

Here is another easy addition to the revenue of, say, £10,000.

Our national buildings could also earn their quota. Take the National



#### This Freedom

In those desolate seas where a Cunarder never goes, travellers still talk about the boredom of a voyage. On a Cunard liner life is so varied that the only grumble on record is that the ship finds port too soon.

We won't let you steer the ship yourself, but you can do anything else. If you've brought your plus-fours, there's golf for you. If you've got a yachting cap, you will find a space reserved on the boat deck where you can sing shanties on windy days. Heavyweight boxers and other strenuous persons can continue the most elaborate training. In fact, Manuel Pzsmesko attributed his recent victory in the international chess tournament entirely to the quality of the sparring partners we provided for him in our chess gymnasium. Truth compels us to add that you won't be able to play polo, but quite a lot of Englishmen can't anyway.





What a frontage for a uper-poster on these lines :-

FOR THE WORLD'S BEST PICTURES

THE DAILY LOOKING GLASS 24 PAGES-ONE PENNY.

Or again, the Royal Courts of ustice would serve as a fine backround for a streamer poster reading:

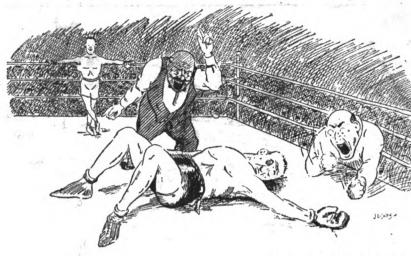
> TRUTH WILL OUT. Every Wed. 9d.

Inland Revenue.—When we have truggled hard and very reluctantly aid our Income Tax, we are favoured ith an acknowledgment, on the everse of which is an advertisement. low, the psychology here is all rong. After leaving us limp, without

Treasury note to call our own, we re asked to BUY. Now that is bad dvertising. They should attack us hilst we have the wherewithal, i.e., hen we are making out our Income 'ax return. For example, the foot f Page One of the Form used for ncome Tax return would offer a good ne for a nerve tonic-something fter this style :-

If your nerves are like your Income—Uncertain-TRY SANATOGEN."

Now by the time we reach the foot



Reprinted from "Sport Ub-to-date"

of Page Two it would be refreshing to read :-

" If you must get 'Fed Up,' do it on BOVRIL.

Page Three (allowances and reliefs) might have a footnote:

"For instant relief, take ASPRO."

Having duly completed Page Four the following advice might prove useful :-

"For a Guilty Conscience or Insomnia, TRY OVALTINE."

For a more subtle form of adver-

tising, question time in the House would prove most fertile.

Hon. Member: In view of the great and increasing demand by Members "Sampson's Sausagettes," the Kitchen Committee see that there is always a plentiful supply?

M.P. for Norwich: Arising out of that question, and as a member of the Mustard Club, I suggest to the Kitchen Committee the desirability of providing a plentiful supply of that digestive influence. . . . . Rest of remarks drowned by the

ironical cheers of the vegetarians.

#### OUTDOOR PUBLICITY LIMITEI

Ernest Leicester

Managing Director

Faraday House, 8, Charing Cross Rd. London, W.C.2

wishes you this Xmas \_\_\_\_ and all through 1927

INDOOR FELICITY UNLIMITED



NOW THE FESTIVE SEASON'S HERE

CARLTON ARTISTS JOIN AS ONE,

WISHING YOU THE BEST OF CHEER,

NO REGRETS AND LOTS OF FUN.



YEAR 1927



CARLTON ARTISTS. SERVING YOU,

CAN WITH PENCIL, PEN OR BRUSH

HELP TO MAKE THE WHOLE YEAR THROUGH

ONE CONTINUAL. PROSPEROUS RUSH.

COME TO FOR VALUE IN ART AND IDEA

CARLTON STUDIO LTD., GT.QUEEN ST. LONDON , W.C.2 REGENT 1827.

#### Greetings.

From

#### LAWSON E. TROUT ADVERTISING—PUBLICITY 12 & 14, BULL STREET, B I R M I N G H A M

Central 2104, 'Grams: "Uncommon."

# Can You Ask Questions?

Then you really ought to join us. Every fortnight you will have an opportunity to question people in the front rank of Advertising.

If you are keen to know more about your work, and want to meet other enthusiasts of your own generation—ask our Hon. Secretary for particulars

Annual Subscription 7/6d.





PHONE: GERRARD 3040.

#### HAND PAINTED POSTERS

Unusually fine workmanship. Brilliant illustrations. Reasonable prices. Send for suggestions for 16, 32 and 48 sheet posters.

BLEAK LEYS TRINITY ST., BOLTON

#### A Note for Copywriters.



Specially drawn for the WEEKLY by Bethell Jones, by courtesy of Affiliated Artists and Authors Ltd.

# Compliments of the Season to all our Friends from

| WESTMINSTER GAZETTE<br>169 Fleet Street, EC.4.                 | SIOMAN'S PRESS CUTTINGS SERVICE,<br>Fitzalan House, Arundel Street, W.C.2 | BRITISH WEEKLY. 20 Werwick Square, E.C.4.                    |
|----------------------------------------------------------------|---------------------------------------------------------------------------|--------------------------------------------------------------|
| Ges Arlite                                                     | Alefank                                                                   | Fred harding                                                 |
| ARTHUR HYAMS & CO. LTD. Fitzalan House, Anundel Street, W.C.2. | WOMAN'S MAGAZINE, Religious Tract Society Bouverie St. EC.4.              | OVERSEAS PUBLICITY & SERVICE AGENCY. 9 Quality Court, EC. 4. |
| Ales Managing Director.                                        | Carnola                                                                   | Den 1.                                                       |
| THE SKETCH 16 Essex Street, Strand WC.2.                       | 8 SERJEANTS INN. FLEET STREET, EC.4.                                      | THE PEOPLE 222 Strand W.C.2                                  |
| Mark St Made                                                   | NOOLOW ALLAND                                                             | Cutter Things                                                |
| MANCHESTER BILLPOSTING CO.LTD.                                 | DAILY HERALD<br>2 Carmelite Street, EC.4.                                 | GEO. J. SMITH & CO. LTD.<br>72, 78 Floet Street, EC.4.       |
| Managing Director.<br>36 Peter St. Manchesbor.                 | miloyser.                                                                 | S.R. Gurick                                                  |
| NOTTINGHAM GUARDIAN,<br>59 Fleet St. EC.4.                     | THE DIRECTORS OF THE EASTERN MORNING & HULL NEWS CO.                      | DAILY TELEGRAPH 138 Fleet Street EC.4                        |
| H.E. Popham                                                    | h Blutte                                                                  | H. G. Keeved.                                                |
| THE CHRISTIAN WORLD Clock House, Arundel Street, W.C.2.        | BOY'S OWN PAPER. Religious Tract Society Bouverne St., FC4.               | THE NEW LEADER. 14 Great George St. Westminster S.W.1.       |
| Frederick faint                                                | Carnold                                                                   | Sommel                                                       |
| YORKSHIRE EVENING NEWS LEEDS.                                  | 9 John over                                                               | CARLISLE JOURNAL,<br>CARLISLE.                               |
| Just look.                                                     | Thanet House, 231-2 Strand wo.                                            | R. Savidson                                                  |
| a N Rocker                                                     | "THE DEVEREAUX" Devereaux Court, Strand. W.C.2.                           | 80 FLEET ST. E.C.4                                           |
| W. Carre                                                       | Charles Salmon                                                            | Maroed Vainte                                                |
| 119 FLEET STREET, EC.4.                                        |                                                                           |                                                              |

#### **CLASSIFIED ADVERTISEMENTS**

Rate: One Shilling and Sixpence per line of approxi-mately six words. Minimum three lines. All advertisements wust be prepaid, and should reach The ADVERTISER'S WEEKLY, 68, Shoe Lane, London, E.C.A, no. later than Tuesday for publication the same week.

#### Signs

HARRIS THE SIGN KING.—Pioneer of painted outdoor publicity for national advertisers.—182a, Shirland Road, W.9. 'Phone: Willesden 0257.

RUSSELL SIGNS ARE ON RIGHT LINES,—Good lettering. Original ideas. Attentive service.—20 Bride Lane, Fleet Street, E.C.4. (City 6083).

LAIDLAW SIGNS.—A dependable service. Modern productions that bring business.—163A, Strand. City 1093. Works, Harringay.

UNIVERSAL SIGNS, SINGLE-COPY POSTERS AND BANNERS give absolute satisfartion. At your Service anywhere. Universal 'Poster Co., 229A, Camberwell Road, S.E.5. Rodney 3094.

ADVERTISEMENT BANNERS flown from man-lifting kites over all publicevents, exhibitions, race meetings etc.—For terms apply to Kite & International Sign Co., 2/3, Stonecutter Street, E.C.4.

**SIGNS** of all descriptions, including Electric Signs for all classes of trade.—Pottage and Son, Ltd., the Sign Works, Castlegate, York.

#### Service

LEARN TO WRITE ADVERTISEMENTS.—Write for our free book, "Advertising as a Career," and our special £3 3s. benus offer. to Dixon Institute of Advertising, Dept. 28, 195, Oxford Street, London.

#### Appointments Required

ADVERTISEMENT REPRESENTATIVE seeks post immediately on sound publication. Conversant with all Agency business, Pericdical Publicity, etc. Excellent references.—A. E. R., 173, Northborough Road, Norbury, S.W.16.

#### Appointment Vacant

**QOOD LAYOUT MAN WANTED AT ONCE** for Advertising Department of large West-End Furnishing House.—Apply by letter to Box 483, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

A CENTURY OLD FIRM requires a working Overseer, energetic, possessing original ideas of typography and intelligent layout with real ability and enthusiasm.—Fullest particulars to Box 484, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

WANTED.-First-class Commercial Artist for general ANTED.—First-class Commercial Artist for general work in busy studio. Must be expert in use of Aerograph, quick worker, and accustomed to the requirements of Drapery Houses and Stores. Good terms and agreement offered to right man.—Write, Box 485, "Advertiser's Weekly," 66, Shoe Lane,

ANTED.—A Lettering Artist of proved ability, accustomed to Press and General Commercial Line Work. Preference and excellent terms given to Artist with ideas.—Write, Box 489, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.



LIVE Men and Women connected with ADVERTISING should undoubtedly join the

#### Publicity Club of London

President: The Right Hon. The Lord Mayor of London

Subscribtion: One Guinea per annum

Full particulars on application to the Hon. Secretary: The Publicity Club of London, 112, New Oxford Street, W.C.I. 'Phone: Museum 9583.

Specimen copy of the Club's Quarterly,

"PUBLICITY," 2/6 post free.

<del>mowall</del>

#### Why Cassidy Did Not Advertise

By Thomas Russell

THEN Cassidy moved into our town and opened his shop, Johnny Blake, the manager of the local paper, stepped in and asked, "What about some advertising?"

Cassidy was ready for him.

"Is ut advertising?" he said. "Now, ye're the great man wid your advertising, sure ye are. And what way should I be spendin' me hardearned money for one of those little pieces in your paper, misther? Isn't ut enough, sure, that I'm afther signing a lease at the lawyer's yonder, forninst the bank, and its five good pounds a week for the rint I'm payin', come Sathurday, three months in advance at that, and another four for ivry week at the end of the quarther for rates, not to spake of the Thomas and the Ford to take the goods home. Advertising is ut? I'd do fine, pouring out me good money for the like o' that. Sure, it's givin' me customers the binifit of the savin' that'll bring them runnin' and that's

the trut' I'm tellin' ye.

"But so long as ye're here," he continued, "there's a job o' printin' I'll thank ye to put in hand f'r me. Come in while I write ut out on the desk, in back. A few minyuts will do it."

#### "A Wee Playcard"

So Johnny sat on one of the new chairs, while Cassidy took pen and paper. The throes of composition did not last long. He emerged with a foolscap sheet bearing the words, "Come to Cassidy's and save the cost of advertising." "Sure, it's just a wee playcard I want ye to make for to advertise that I don't advertise," he explained. "The length of half a dozen copies 'll do the thrick.'

Johnny Blake presently delivered the required window-bills, printed in the worst style of the art, but thunderously black, and Cassidy decorated the windows with a lavishness which concealed most of the goods within. He crossed the street to admire the result. "It's a bombshell I'm afther droppin' forninst this sleepy ould place," he said. Williamson, at the opposition shop, paid no attention, but bade Johnny Blake fill his advertisement in Friday's paper with bargain prices.

He served a gratifying number of customers next morning, and heard nothing of the new-comer until the shop began to empty at dinner-time. Newfangled ideas about luncheon have not penetrated our town: we eat our dinners at one o'clock and call them just that. Mrs. Monument, our most accomplished gossip, lingered to talk awhile. Her eyes twinkled,

"I see you're still making us pay for your advertising," she said to

Williamson. "The man along the street says we can save it if we go to him."

" Have you tried him?" Williamson asked. He knew that his stock was

pretty good.

"I did that," said the lady; "for I always believe in giving the young men a chance. If he can beat you, Williamson, he deserves to get the trade. But I found that everything with a name on it was selling at the old price, and Mr. Cassidy wanted to sell me what I didn't want to buy, instead of it. He said it saved me the cost of advertising, but I couldn't see that I should do myself any good by trusting a man I'd never seen before, in place of taking what I'd always found good value. So I wished him luck and came out."

#### The Dunderheads

Cassidy formed a low opinion of our commercial talents. "It's too subtle I've been for them slow brains," he said to Johnny when he met him outside the Bank a week later. "They don't see the way of it at all. I should have been more explicacious wid thim."

"What's the trouble?" Johnny asked.

"I had ought to have explained to thim that the cost of the advertising that I amn't afther doin' is taken off the goods they didn't buy," said Cassidy. "Now, Williamson there spends a matther of five or six pounds in yer paper, and if it isn't takin' it out of the customers he is, what way would he get the money back, at all, at all? Wid his rint and taxes and his advertisemints he's lucky if he kapes the shop open under twinty pounds a week. It stands to reason he makes the customers pay for it."

"How many people did you serve last week, Cassidy?" Johnny Blake asked.

"Och! I haven't thim coming yet at all. If I tuk fifteen pounds from Monday to Sathurday it's all."

"Then it cost you all the money that came across the counter to pay your expenses," Johnny pointed out, ." and you've the stock to pay for. Do you wonder that Williamson undersells you, when I know for a fact that he took a hundred pounds on Saturday morning alone?"

Cassidy perpended this for a while. Then he said:

"Faith, I see the way av ut! The throuble is that the pe ple don't know the great value I'm givin' them, I'll have to come to it at the last, Mr. Blake. Put me an advertisemint as big as Williamson's in this week's paper and say in ut, "Come to Cassidy, the man that doesn't advertise."

#### CHRISTMAS CONVENTION—(cont. from p, 490)

By this time all the other Advertising Characters had transformed the Street of Adventure into a Fleet Street Festival of Fancy and Good Cheer. Father Christmas's sleigh descended in Ludgate Circus, and just as the bell of St. Paul's boomed out "Three o'clock in the Morning," he proceeded slowly up Fleet Street, receiving the greetings of the Advertising Characters lined up on each side of the street, pausing now and again to partake of some of the well-advertised good things displayed en route. Father Christmas made a detour up Chancery Lane to the Fleet Street and Advertising Club in Cursitor Street, where, as outside the Aldwych Club, he expressed his regrets that his many pressing engagements would prevent him making a longer stay to join in the toast to those Advertising Men and Women who so ably advertised the good fame of members of the Convention.

Before being allowed to resume his Christmas morning round, Father Christmas was unanimously enrolled as a Life Member of the Mustard Club, on a resolution proposed by the Baron de Beef, seconded by Sir Kreemy Knut.

All present stood at attention as Father Christmas swept upward and away to the merry jingle of his sleighbells. Immediately their music had died away the Baron de Beef said they had one more duty to perform prior to resuming their posts of duty on the hoardings and in the Press. That duty was to honour the toast of their sponsors in the Advertising profession. Continuing, the Baron mounted the Army Club Major's charger, and in a loud voice audible to all he said:—

3 ask you to drink to
E Happy Christmas
and a New Year of Record Prosperity
to All Advertising Ben and Women
coupling therewith the names of all
Advertising Firms and their principals
and assistants.

This toast was drunk with musical honours, all the Advertising Characters present enthusiastically singing "For they are jolly good fellows," followed by "Should Advertising Characters be forgot, and never brought to mind?"

The delegates then all sought their way back to their respective advertisement pages. The result is seen in the illustrations to this veracious account of an incredible event.

#### A Fur-Ocious Mistake

One of those big, strong men walked into a ladies' store and said, "I want to get a set of ladies' furs. That set in the window will do."

To which the salesman said, "Oh, you mean skunk?"

And the salesman is still in the hospital.

#### Tripe!

A butcher was recently fined for wrapping meat in a newspaper. It is to be hoped that this may serve as a warning to certain advertising men who are prone to place large quantities of "tripe" into their advertisements!



#### Young Virol's Supreme Canvass

By H. Wentworth-James

GOOD many of you must have met, at one time or other, Adam Viro! of the Snap Publications, although, of course, not under the name I have given him. Some of you must have discussed (as I have done many times) that doyen of canvassers. director now and only concerns himself with the biggest game, but in those days-

What a lad! Has it not been said of him that he could sell space to an incurable hermit on the summit of the Carpathian mountains? Was it not he who made Aberdeen advertise a shopping week and a free bestowal of gifts? And was it not Adam who brought Titewad into the advertising fold after he had broken the hearts and nerve of a dozen Crusaders for the nimble half double? The difficult ones. The impossible ones. Adam loved 'em. He ate them. Many of The impossible ones. you will remember.

Then came the time when Adam met Millicent Ellis, daughter of Sir Charles Ellis, a peach but a little conscious of her many accomplishments and charms. Adam was human (in spite of what McTavish of the Cutting Agency has said), and he fell plump in love with Millicent. Thud. You know the feeling—at least I hope you do.

"Study your prospect" is one of Adam's great recipes. Other, and lesser, people have said the same thing, but Adam did it, and he did it his way. Some of you may remember his landing of MacZoom and the wail that went up from the London Scottish. MacZoom should have been hooked by a Sassenach was, as Robbie Haggis pointed out at the meeting convened shortly afterwards in hot haste, one of the worst blows since Bannockburn. It might mean the Englishman getting hold of some of the jobs marked out for the Scots for ages. I am told (of course I wasn't there, but I have sources of information) that a shiver ran through the braw laddies at these words and that Sporricht, the hon. sec., remarked that Virol ought to have been born a Scot. What a tribute!

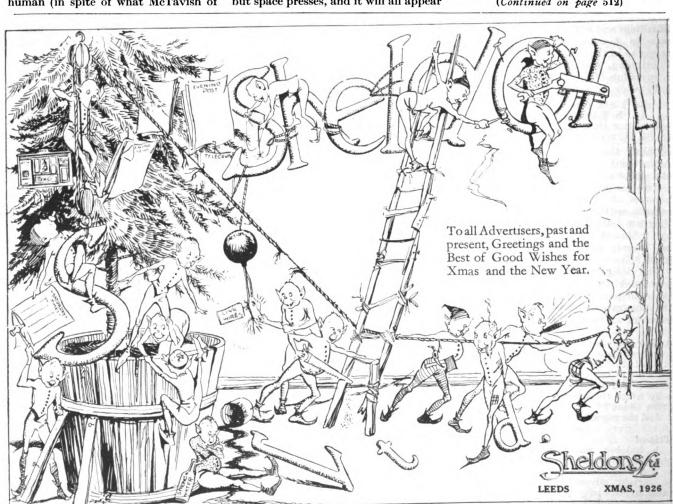
Studying the Prospect
All this apart, the landing of Mac-Zoom was a perfectly amazing illustration of studying your prospect. When Adam, at the fifth attempt but space presses, and it will all appear in the Virol memoirs which I shall write one day.

Adam studied Millicent. She was desperately keen on the Charleston, Al at bridge, loved theatres, and could play tennis and badminton far better than most. Of all these things Adam was, as an exponent, profoundly ignorant. He had never had time for anything but "getting on," wherein he differs from me who does all these things and have (perhaps consequently) failed to "get on." Here's a lesson, free of extra charge, for all who need

Adam's first real clinch was when he induced the Editor of Dancing to ask Millicent her opinion concerning the fundamentals of the new flat Charleston. Adam wrote the article, of course, and the discussion raged for weeks. It was the first time, so to speak, that Millicent had really noticed Adam. Naturally, he saw her several times in the course of the debate (Millicent was a trifle groggy on spelling), and each time he loved her more.

At the fourth interview, when Millicent was looking too wonderful for words, Adam declared his love through sheer incapacity to keep it secret any longer. Millicent was secret any longer. surprised and a little haughty. She wondered whether Adam ought to see her again.

Of course she didn't know Adam. When he saw her next time he had (Continued on page 512)



#### THE PRETENDER

UR new lay-out man looked up with a friendly grin which rather cramped my style right from the beginning.

"I have here," I began ominously,

"I have here," I began ominously, some copy for you to lay out."

Now whenever I have said that to a lay-out man before, he has always assumed a bleak look. This fellow, however, merely glanced at the copy, nodded, and said "Righto, old son."

I stared at him in surprise.

"Don't you think it's too long?"
I asked.

"No, I shouldn't think so. I can get it in all right."

#### No Copy

"Don't be silly. All lay-out men think the copy is too long. In fact, they don't really like any copy at all, except what they want for their display lines. The remainder only

#### Songs We Never Sing



"That Old-Fashioned Client of Mine"

spoils perfectly good White Space. D'you mean to say you will arrange this as it stands?"

"Certainly I will," he replied.

"Don't you want sub-headings to give you a chance to lighten the display? Don't you want to change the first word because an L doesn't make a good drop initial? Don't you want to omit the slogan because it would spoil the balance? Don't you want to scrap the coupon because it would be out of keeping with the setting?"

"No," he replied, "it's all right, unless you particularly want to make

those alterations."

#### All Rot

"Then I don't believe you're a lay-out man at all," I said acidly. "Fancy agreeing with the copywriter! All rot, I call it."

I grabbed the copy and made for the door. How could I entrust my advertisement to a man like that? He doesn't know his job!

ONOMA.

# From the LONDON NORTH EASTERN RAILWAY Hearty Xmas Greetings vertisers who are or should be represented on its

MR. E. PAULET GOLLOP, Slogan and Ad-Rhyme Expert, Copywriter, etc., wishes all clients the season's compliments. Remember there's GO in Gollop and AUL in Paulet. That's why they "all go" to Gollop for something really clever. Originality without Vulgarity.

55, Broadhurst Gardens, Finchley Road, London, N.W.6.

#### Three-Colour Printing

SPECIALIST

Awards

A. CHRIS. FOWLER
6. New Union St., Moorfields, E.C.2

#### LAYTON'S

TYPESETTERS (DAY & NIGHT)

STEREOTYPERS & PRINTERS

56 FARRINGDON ST-E-(-4 /
PHONE - CENTRAL - 4752

#### REVIEW of REVIEWS

IS YOUR MEDIUM FOR REACHING THE CULTURED CLASSES.

SPECIAL DISCOUNT FOR SERIES

secured (somehow) two seats for the great Haymarket *premiere* to which all London was rushing. Millicent was very grateful. Adam returned to the charge.

"Now you really musn't see me again, Mr. Virol," said Millicent. "I told you last time——"

"You did," admitted Adam, "but I am terribly in love with

I am terribly in love with you, and I think I would make you a good husband. Of course you're a lot too good for me, and you are the prettiest girl I've ever seen, as well as one of the most charming and brainy. It's amazingly rare to find brains combined with such physical charm. Lady Hamilton had it, but—"

Adam talked for half an hour. It was a wonderful speech. Millicent told her great pal, Lady Vansittart, that she had never met anyone who understood her so well. "I told him that he must not see me again, and must never talk this silly nonsense about loving me, and he said he would try but it was impossible to give me his promise. Really it's too absurd, darling. I didn't want to be cross with him, but-

When Sir Charles Ellis made that notable contribution to the Times on "Advertising the Real Briton in Europe," Millicent was sur-She had always supposed that her father was potty on golf. A little later on Adam was asked to dine en famille with Sir Charles, who remarked, among other things, that he was a bright young fellow who would get on. Millicent said nothing but looked thoughtful. After dinner, at Adam's earnest request, she showed him how

the Charleston should be done. Adam remarked that he was taking lessons from one of London's crack teachers, but among all the professionals he had seen there was no one in his opinion, who did the new flat Charleston so well as Millicent.

"That's absurd," countered Millicent. "If you were a dancer you would know—"

"Technically, perhaps," replied Adam, "but no one has your grace and style. I——"

style. I——"

"I loathe flattery," said Millicent, her lovely eyes sparkling and trying hard to say it as if she meant it.

"So do I," observed Adam solemnly

"So do I," observed Adam solemnly and vehemently. "I never flatter. I may not be an expert judge of dancing, but I am a pretty shrewd observer, and I maintain——"

The talk went on for an hour while Sir Charles "listened in" on the wireless to a talk of golf by Abe Mitchell. When Adam left he had Millicent confessing that, on many of his points, he was right. He held her hand (the opposition was not violent), and he concluded:

"Of course I understand you. It is because I understand you, because I have understood you from the first, that I love you. Millicent do you



Portrait of any advertising agent faced with a proposal for rebate of commission

Drawn by Alanso and reproduced by the courtesy of the Macnamara Galleries, Ltd.

realise that, wonderful as you are, it is perhaps only I who know all you are. And doesn't that count, doesn't that mean——?"

"I told you that you were not to talk that nonsense again," interrupted Millicent weakly. "I don't love you.

"I believe you will love me, dear," broke in Adam, his eyes gleaming and the floodgates of eloquence loose, "and I will tell you why. There are rich and handsome, well-born and sports men, who are naturally attracted to you. Outwardly they have far more to offer you than I. But, spiritually and mentally, I do not think they can measure up to your standard. And what does that mean? It means—"

When he left he kissed Millicent's hand. She told him again that she did not love him, that she did not think she could ever love him. He kissed

her hand again with much fervour while advancing fresh arguments.

The following day Millicent wrote (after a somewhat sleepless night) and said she had decided that it would be better if they did not meet again. The next evening she went dancing with Brian Delacourt, who, of course, danced delightfully, but his remarks seemed to Millicent extra-

seemed to Millicent extraordinarily banal. Brian liked talking about himself. Then his attention became centred on a girl who was dancing the tango with exquisite grace. Brian remarked that only a Spanish girl could interpret the tango so delightfully. Millicent answered—well, no matter. She left early and Brian was sulky.

The next day Adam called. He listened patiently while Millicent told him how cross she was with him for disobeying her explicit instructions, as per letter. Then he explained:

"I've come to you for help, Millicent. I know you will help me if you can."

Of course, but how-"Listen. My firm has just offered me a directorship. In the ordinary way I should be overjoyed. It means a lot to me. But if you are really and absolutely determined not to see me again I can't accept this directorship-no, listen to me, dear-because I can't live in England unless you give me a little hope. No, it's impossible. I've quite made up my mind. If you think there's some hope. however small, of my marrying the sweetest and most adorable girl in the wide world, I'll stop. If not I'm off to America next week. Now, Millicent, say which it is to be. Your answer is going to be final with me and

whatever it is I shall always—"
I wish I could give Adam's glowing speech in full. At the end Millicent put her hands in his and aid:

"I think you're a nuisance—but you'd better stay here."

Then Adam took her in his arms and kissed her about thirty-three times. After each kiss (and up to about the twentieth) Millicent reiterated that she did not love him. At the last she murmured:

"Then if I do just a bit it is only because you've worried me into loving you."

#### Story Without Words

Here's a story without words:
Close Buyer—??????
Printer—££££££
C.B.—!!!!!!????
Printer—????
C.B.£££
Printer—\*\*\*—!!?!!\*\*—!!



We have taken this illustration from our Christmas campaign for Stone's Ginger Wine because its message of good cheer, good fellowship and goodwill is our own message to the advertising world. With acknowledgments to our clients, The Finsbury Distillery Co., Ltd.

E. W. BARNEY, LTD., CENTRAL HOUSE, KINGSWAY, W.C-2.

#### the Savage Art Among Tribes

Written and illustrated by Harry Riley

HAVE been requested to give you a short lecture on my experiences and discoveries in connection with the Savage Art Tribes.

Since a lad, my greatest ambition was to explore and blaze trails—I left to others the North and South Poles, and concentrated on solitary expeditions to the interior of Art Life.

The geographical aspect of this country is well known, reaching from the low stretches of King's Road, Chelsea, to the wooded heights of St. John's Wood and Hampstead, and even to New Guinea and Clapham Common.

The Chelsea artists are the most typical, and I must shatter all your

A Chelsea native

romantic illusions by telling you that to white men's ideas, the impression gained is far from favourable at close quarters. These artists are dirty in the extreme, their finger nails by a custom of the country being always stained a deep black, and

one's nostrils are assailed by the pungent aroma of bloaters when nearing their dwelling places.

The St. John's Wood and Hampstead tribes are quite different, being very prosperous, as the district abounds in "easy game" or "mugs" who purchase the artists' pictures. These artists admire our Western civilisation very much, and wear lounge suits and stiff collars, and even pay their income tax with-

out waiting for a summons.

The Papuan or New Guinea type artist bears little resemblance to the ordinary human, being a fierce object who lives by trading his pictures for vams with the



The home supply

ignorant natives. There are other types of artists who live at places like Sutton, Hammersmith, Crouch End and so on, but they are mere offshoots of the main body.

Some of the tribes, forsaking the ways of their savage noble ancestors, have become modernised, and are known as advertising artists.



Many of these have sunk so low as to turn teetotal and even vegetarian.

They have a specialised sense of art, and can illustrate such extraordinary subjects as "Even a Child can use it," "Look, Mummy," and "Makes work a pleasure."

They spend most of their time drawing gentlemen smiling and smoking eigarettes, ladies smiling and using furniture polish, men smiling and pointing at the reader, and more ladies smiling and reading while a piece of soap does the washing for them in the background.

Advertising artists have many camp-followers who are not really artists at all. These unfortunates draw letterborders, nameplates, arrows pointing, and worlds.

Instead of the usual artists' materials they work with seissors, tracing paper, Saturday Evening Posts and a weird machine called an airbrush but the less said about all these unpleasant things, the better.

Contrary to the general impression, many artists are respectably married, and train their young to carry on with the artists' main mission in life, i.e., seeing their sketches in print, which is the tribal way of "winning one's spurs"

The young of the artist is easily distinguished by opening his mouth and observing the large "palate" that he carries there.

While very young, he evinces a desire to refuse food, in anticipation, doubtless, of his future art career. With regard to the living conditions of the natives generally, their habitations are furnished usually with a ukelele, art pottery, Turkish brass coffee trays, and ghastly striped curtains. On feast days they eat sausages and bloaters, but many are so poor that they subsist almost entirely on their paint water.

Now it is a general rule that the better the artist the less money he earns. And most artists are very unhappy if they earn over £1 per week :

19s. 11d. is all right, but anything over a pound makes them irritable. To obviate this, they employ art agents whose duty it is to see that the artist doesn't get much money.

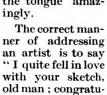
From my experience of these, I must say that most of them certainly know They their job. tour about in luxu- A St. John's Wood rious automobiles, have large

chieftain

waiting rooms in which their artists are incarcerated for several hours each day while waiting for a cheque.

Most artists take their work very seriously, and it is necessary for the lay public to remember this when dealing with them. I, personally, never carry a revolver when visit-

ing artists, preferring to carry a pocket full of coins with which to buy them a "bitter," an extraordinary potion that loosens the tongue amazingly.



The transplanted American variety

lations." Whereupon he will say, "Oh, that! It was only allittle thing I knocked off in

Telegrams: "Tractsfleet, London."

'Phone : Cent. 8428/9.





FOR WELDON'S

20-22 SOUTH AMPTON ST

STRAND LONDON W.C

half an hour the other evening." After this, and two more bitters, he will take you in a corner and tell you frankly that he is a jolly good artist, only the public doesn't appreciate good stuff.

Like actors, they are a very modest tribe and without the correct password cannot be induced to talk of their

work at all.



The Compleat Advertising Artist

They are gregarious in play, browsing in vast herds at their Sketch Clubs, but are solitary in their work, always retiring to an attic to produce anything. Some people say this is to prevent others from seeing whence they crib.

In mentioned "attics"; well, most artists live high up in the world, in fact, the more stairs the higher you go,

and the higher you go the more artists may be discovered, clinging like barnacles to the roofing.

The race of artists is constantly being decimated by emigration to America, where they are treated on equal terms with the whites, and are paid wages equal to those of plasterers' labourers. But statistics show us that there is an inexhaustible home supply of artists to fill up the gaps. Experts compute that Yorkshire, the chief source of supply, sent over 3,000 tons of raw artists to the London markets last year.

And I want to appeal to you to support the British variety of artist which is a timid, harmless animal—as he finds it so difficult to compete with the transplanted American variety, which does very well in that climate. In fact, an artist may be transplanted to America in early spring, and will be bearing 500 dollars a week by late autumn.

The Film "Artist!"

Methods are old-fashioned here, of post-war Hollywood course. The Cinema type of artist has shown us the way, and we must use the same methods.

Take heroes on the films-90 per cent. are artists. You see them go as starving boys to New York, and they instantly take a studio that, judging by the film views, is about 3 million feet square. And models! Not a model! They use about 20 beautiful girls at a time who pose for 2 minutes, then run

about in Greek draperies and smoke cigarettes and drink champagne.

English artists have rooms 2 ft. x 1, a dirty drawing board, a bottle of ink and one model at a time, who poses for 3 hours right off, and then gets taken out for a cup of tea at Lyons!

The film painter works on a canvas 12 ft. square and, apparently, paints it with a tiny brush with a one-hair



Exclusive picture of agent distributing cheque

point, and stops every few minutes to drink expensive liquors and kiss voluptuous maidens—a really wild Bohemian life.

That is really the trouble: the English artist is too respectable. He must take a lesson from the pictures. However, he works hard, and will come out on top in the end-as he takes art seriously.



#### THE COMPLIMENTS OF THE SEASON TO ADVERTISING MEN FROM THE SATURDAY REVIEW



E. WALTERS PAGE Advertisement Manager King St., Covent Garden

Phone: GERRARD 3157 (2 lines)



EIN AN CIE



1927 Promises to be Bright and Prosperous—help to make it so

F. Osborne, Advt. Manager

WINDSOR MAGAZINE Warwick House, Salisbury Square LONDON, E.C.4.

Telephone:
City 8650 (5 lines)

#### Wooed!

(Dedicated in respectful admiration to the Lady Members of the profession, without whose irresistible charms and delightful allurements the great game of advertising would be a darned sight safer for ambitions bachelors.)

O one had ever called Ben Studgart handsome. No one. From youth his appearance had been against him. Even in business. Not that his features were irregular. Not very. It was his complexion. An inheritance from some gouty forbear. Boils.

So it was that at thirty-three he was unmarried. Had he been successful it might have been different. Money would have balanced the blemish. But Ben was a clerk. Fifty-four shillings a week less insurance.

Then one day Romance knocked at his door. On top of a 'bus. She sat across the way. Pretty, demure, petite. Neat blue costume, perky hat, ravish-

ing smile and attaché case.

He peeped at her from behind his paper. She was staring full at him. His eyes dropped. He gave another slanting glance. She was gazing at him, entranced. He blushed and kept his eyes down. His heart fluttered.

When he was getting off she smiled. He lifted his hat. Mumbled "Good morning." Slipped down the steps. Two stages beyond his stop. The boss told him to stop humming at his work.

Next morning he offered her his seat. She thanked him. Offered him a cigarette. That broke the ice.

For a week they went back and forward together. Got quite chummy. She told him what had attracted her. He was very like a business acquaintance. A Mr. Wallace. Anyone would take them for twins.

Ben bought a new suit. Put his trousers under the mat ress every night. Sported a buttonhole. They had lunch together sometimes. She introduced him to Mr. Wallace. Ben's heart fell. Like as two peas they were. But Wallace had a skin like a baby.

She read his thoughts. Smiled at him. Squeezed his hand under the table. Was extra nice to him. Let him take her to the pictures that evening. Gave him her photograph. Asked for his.

He had one specially taken. She said it was levely. Said it meant more to her than he knew.

Next day he missed her on the 'bus. And the next. Nearly drove him frantic. The third day the bubble burst. He saw it in his newspaper. Photographs of Wallace and himself. Side by side. In an advertisement, "Bunk's Bee's Balsam for Boils, Blotches and all Bad Skin Blemishes."

Ben's photo was labelled "Before Using."



# Cuticura Soap Best for Baby Sample Soap, Oletment, Talcum free, Address: P. Newbary & Sens, Md., 27, Olastechouse Sq. E. O. 1

The make-up man's best effort on Boxing Night results in a perfectly fitting misfit







#### LORD HAWKE No. 5.

Need you ask my opinion of "The Yorkshire Post"? It is just the paper no York-hireman can do without—if I travel abroad it follows me wherever I go. Yorkshiremen owe a deep debt of gratitude to those North Riding squires who founded such a paper, which will go on increasing in popularity, under its continued strong management, till doomsday.

General news, political, commercial, sporting, appear before us unequalled by any other paper.

Include "The Yorkshire Post" in your next campaign, and enter the wealthy homes in ten prosperous counties 'twixt Trent and Tweed.

PRESTIGE AND PULLING POWER

#### American The College Market

There are over 800,000 college students residing in approximately 600 college towns in America.

For over eleven years we have specialised in securing profitable business from these college students for manufacturers of logical products. We are prepared to help English

manufacturers secure distribution in these college towns.

The Collegiate "Salesman," listing all Student publications, sent on request,





#### FOR OUR REGULAR ADVERTISERS AND MANY OTHERS WE WISH IN THE **NEW YEAR** —

"Results in North-East Yorkshire."

It is a good wish, but may be thought rather selfish. as it means more orders to the

WHITBY GAZETTE"

#### THE SUPER-EXPERT -

(continued from page 482)

"Startled you a bit, eh?" he ortled. "That's what you want to chortled. do with the public-startle 'em! If you're running a matrimonial bureau start off with 'Is your Wife Unfaith-ful?' and passing from condolence to business, explain how you supply all models on the deferred payment system. Don't ever give the reader a chance to ignore you. Hit him in the eye with such tit-bits as 'Baked with Brains,' 'Scotched with Kidneys' and 'Roasted with Offal.' Stab him with italics-bludgeon him with heavyfaced caps and smother him with superlatives. Then, when you've got him where you want him-

"Excuse me," I asked faintly, "but are these the methods by which you

made £50,000 in a-

"I've got another scheme I'll make you a present of that you can demand your own figure for," he proceeded, ignoring my interruption. "You've noticed the fierce competition among cigarette manufacturers? The amount they've spent in advertising must have run into millions. Wrong—all wrong. Telling people that eigarettes are wrapped in butter paper and will cure tonsilitis won't sell 'em. But I know what will-listen!'

#### The Last Half-Inch

He pulled his chair closer and breathed stertorously in my ear.

"Have you ever observed a man smoking a cigarette?" he whispered. "Well, you've seen what he does with the end-throws it away. That's where I got the big idea from. Nobody wants the last half-inch of a cigarette-wouldn't miss it if it wasn't there. So why not make all the cigar-ettes half-an-inch shorter? A packet of twelve would then only cost the same as a packet of ten does now, and all waste would be eliminated!"

I reached for an ebony ruler and fingered it lovingly. "It's awfully good of you to pass these brain waves on to me," I said huskily. "Are you sure you don't want to exploit them

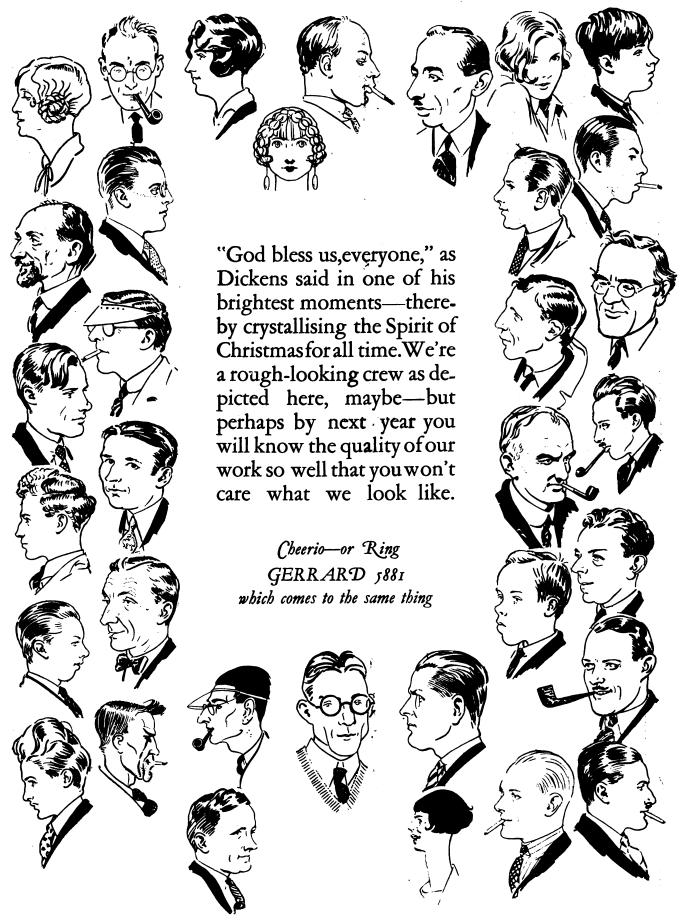
yourself?"

"Not at all, laddie," he answered. waving his bejewelled hand magnani-mously. "I don't need the money. Won £50,000 in a sweepstake last month."

Reverently I leant over and removed his bowler hat. One blow was sufficient. I dragged him into the passage and tipped him down the rubbish shoot.

It was a hasty thing to do and I feel sorry for it now. Because he was a genius in his own way. A bit advanced, perhaps, but still a genius. Had he lived he would indubitably have reached the top of the advertising

As it is I can but faithfully chronicle the epoch-making schemes which he disgorged so easily before he was taken from us. It would, I know, have been his last wish that the profession he loved should reap the fullest benefit of them. R. I. P.



BROCKHURST STUDIOS, Ltd. 16a, Soho Square, London, W.1

#### "Glop"

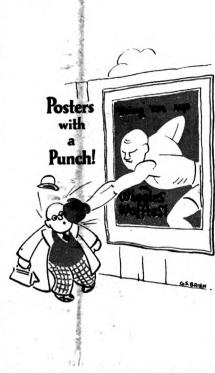
By Roy Hardy

HAT a fortune there is in a name! How many advertised commodities are there whose name is their principal recommendation? Yet I find the creators of panaceas, elixirs, "a necessity in every household," laboursavers, all the thousand and one things that scream at you from hoardings, electrically-lit abominations, those that whisper to you from the carefully camouflaged editorial (advt.), and those that find their way to you in kind through the front-door letter-box—yet, I say, I find these creators napping.

They have missed a word which should resound throughout the whole civilised, yes, and even the uncivilised world.

Passing through one of the small courts which lead out of Fleet Street I saw, outside an office, a dustbin. Just an ordinary dustbin—galvanised without, foetid within—containing perhaps garbage, both vegetable and inscribed. Little did the dustbin know its, proud destiny. (Oh, yes! Dustbins have brains, or sometimes contain them in the Fleet Street area.)

Just as an ordinary hoarding—dull, drab, wooden erection—comes forth in the proud glory of a new poster, and becomes for the nonce prouder than



Specially drawn for the WEEKLY by G. S. Brien, by courtesy of Affiliated Artists and Authors Ltd.

쟸횼죥횼푡횼흕흕흕흕흕훘흕훘흕훘흕훘훘훘훘훘훘훘훘훘훘훘**훘**죮릁릁첉첉첉첉첉

parquet or marqueterie, so this common little dustbin, chosen from all dustbins to carry this great glory, bore in sombre letters a word of four letters. Four little letters, separately incoherent, without power of expression, nonentities, yet, together, in cognate array world-shakers.

And the word?

GLOP.

Love's a funny thing, we are reminded

By the lyric writers of to-day, As their little brains are all unwinded,

That's the only thing they find to

This is just a hint, a mild suggestion,
For the many lyrics still unsung,
Try your hand at poems on congestion

Or a Greek Iambic on a Bung. Recit: Sing a song of "Glop."

Drop a little Glop on ailing housemaids,

maids,
Then they'll never suffer with "The
Knee,"

It will light a room, when all your gas fails,

Or it tastes delicious with your tea.

If your house falls down, it just wants "glopping,"

Glop adds brightest lustre to your tie.

Banish your "Allegro"—Glop for Stropping,

Or if you drink Glop-you'll never die.

#### **ESTABLISHED 1818**

Acknowledged the finest Advertising medium in WESTMORLAND.

The Lakes and surrounding district. Certified Net Sales in excess of 13,000 copies per issue.

THE PROPERTY OF THE PROPERTY O

## The Victorian Co

Mestmorland Gazette

on behalf of its readers in the English Lakes District, Furness, Aorth Lancs & the M. Riding

sends the Beartiest Season's Greetings to Advertisers and Advertising Men

Head Office: KENDAL, Westmorland. *Phone*: KENDAL 400. London: 143-4, Fleet Street, E.C.4. *Phone*: CENTRAL 4450.



There's heaps of Joy
In this life of ours
Forget the thorns
And just pluck the
flowers

Be of Good Theer

during this Festival of Christmas & at the Ihreshold of a New Year

3.4.5, SALISBURY SQUARE, FLEET ST., LONDON, E.C.4

Telegrams: Muniarc, Fleet, London Telephone: City 9330 (16 Lines) Advertising Director.

THE SUNDAY NEWS

#### New Year Messages from Famous Men

Lord Dunembrown

There is not the slightest doubt in my own mind that the trade of this country is on the brink of a wave of great prosperity. This will almost certainly result in an enormous increase in advertising expenditure.

Sir Hugh Netsales

Advertising expenditure will increase enormously within the next month or so, for the trade of this country is on the verge of a wave of prosperity.

The Hon. St. Margaret Hose

Prosperity is coming to the trade of this country, and this will inevitably result in a great extension of advertising.

Sir Patrick O'Flaherty

The trade of this country is much betteri than it was before it is as good as it s now. If things do not get worse, there is little doubt that they will ge better. Advertisers will probably advertise more when things are better than they, do now that things are not so good as they will be.

Mr. J. Jock MacLaren Sporran
It may be that trade is a wee bit better. I'll no say for certain.

Mr. J. J. Jones, M.P. for Much Murdering (Salop)

I must have notice of this question. I feel, however, that I can say at once, without trepidation, without fear of contradiction, without prevarication—I feel, I say, that I can state briefly, without beating about the bush, that the country, this country that we love, is on the brink, the verge, the crest, the edge of a wave, a flood of great prosperity and that the propaganda emanating from commercial institutions will probably increase, will grow, will expand in accordance with the realisation of this prophecy.

Mrs. Paignton Powder

Prosperity is coming. Trade is increasing. Advertising will undoubtedly prosper and increase in proportion.

Lord Lover Duck

The trade of the country is expanding. Advertising will expand in proportion.

Lord Humman Haa

The trade of the country is expanding. Advertising will expand in proportion.

Lord Chelseabun (pronounced Choom)
Prosperity is coming to the trade of
this country. There is little doubt
that advertising will increase in proportion to the amount of prosperity
that comes to the trade of this country.
I can say that the sale of Bonks' Big
Banbury Buns has never been
greater. My own personal efforts—
together with advertising—have un-

doubtedly been responsible for this

Mr. John Botcher, J.P.

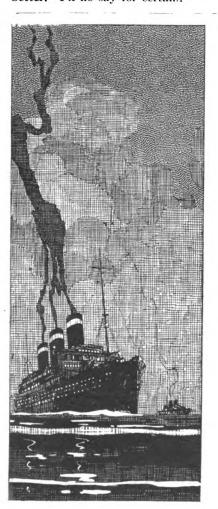
I am aware that many people will not agree with me. But I will take full responsibility for my statement. I feel that trade is expanding and that advertising will shortly expand in proportion.

The Hon. Bob

state of affairs.

What I mean to say is this, there is no doubt that the trade of the jolly old country is getting better. What I mean to say is, don't you know, the bally old world seems to be brightening up. Advertising chappies ought to rake in a lot of cash.

[433 other messages have been received from great public men and women. It has been found possible to publish only those that show striking originality in thought and extraordinary judgment. The originals of these letters cannot be seen at our offices.—Ed., Advertiser's Weekly.]



# At your SERVICE

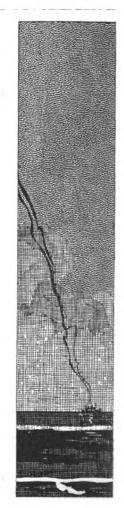
The United States Lines, including the captains and staffs of the Steamers Leviathan, President Roosevelt, President Harding, George Washington, America and Republic, express the hope that in 1927 they will again have the pleasure of making you comfortable.

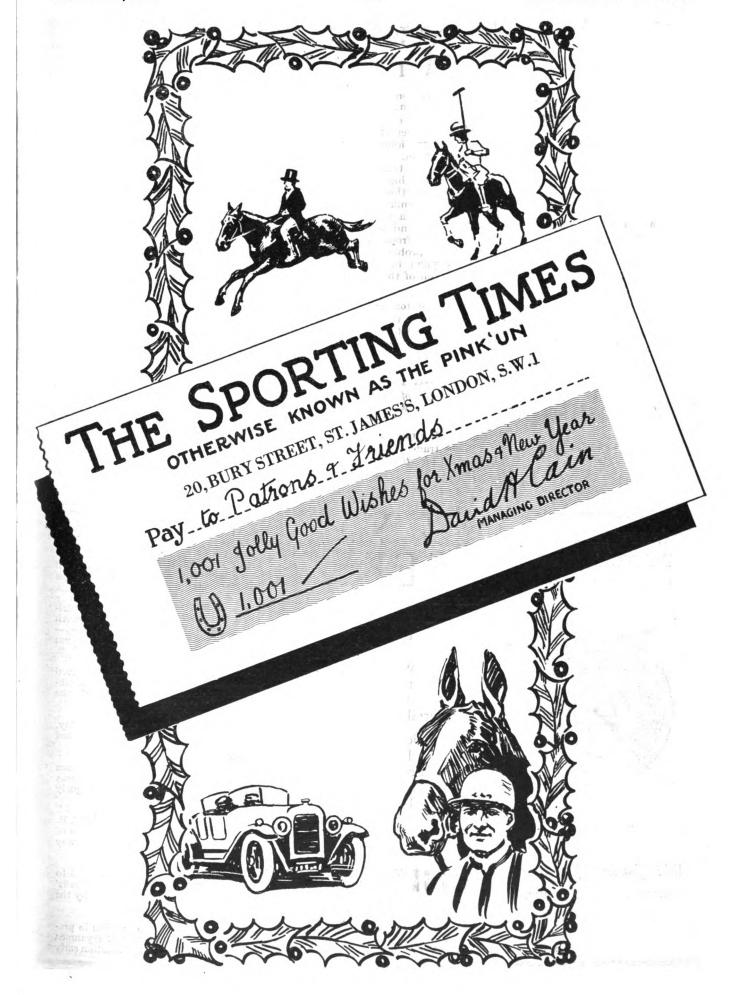
We made many new friends during 1926. In fact the United States Lines now hold the record for the largest average number of passengers carried per sailing during the year. This is a true expression of popularity.

"On to Denver" by

# UNITED STATES LINES

14, REGENT STREET, LONDON, S.W.1 (Gerrard 5820) and leading Travel Agents.





A Prosperous: New Year:

There are prospects of increased trade in East Lancashire during 1927

WILL YOU PARTICIPATE?



Write for full information
DIRECTOR OF ADVERTISING,
ACCRINGTON



Tables GROAN under our Hamper Dainties

Mr. Stuart Menzies' idea of Christmas as set forth in a Fortnum and Mason Commentary.

#### We (do not) Hear

THAT the chief item of news of the week is the report that Father Christmas has again made his appearance and his calls in Fleet Street and elsewhere have once more demonstrated that auld acquaintances are not forgot.

THAT the biggest business given out has been on behalf of Mr. Beecham, Mr. Eno, Granpa Kruschen and Little Carter—all of whose output has been in demand.

THAT Sir Charles Higham, with the aid of the O.P. Club, purposes reviving during next year's Advertising Exhibition that serious play, "It Pays to Advertise," with Miss Gladys Cooper as his leading lady.

THAT Mr. E. W. Barney has accepted the offer of Publicity Agent for the Finsbury Sip, Drink and Drain Association.

THAT Mr. Philip Benson will accept next year the hon. president's chair of the Kingsway Mustard Club.

THAT Mr. W. S. Crawford, who in his few spare hours makes a hobby of politics, is earmarked for the Secretaryship of Overseas Development Dept. (unpaid).

THAT Mr. Andrew Milne's good resolution for 1927 (which has been duly chronicled) is to float a Publicity Club each week of the year.

THAT Mr. Louis Kaufman is the self-appointed leader in the new Truth in Advertisement Movement.

THAT Mr. T. C. Bench purposes running evening classes for advertising men and women at the St. Bride's Institute on the subject of Hair Drill.

THAT Major P. C. Burton has been demonstrating to his friends the qualities of a golf ball he has named the Grey de Reszke.

THAT Mr. Roy Hardy is arranging a bachelor party for the members of the Publicity Club and has booked the Hotel Cecil for February 29 next.

THAT Mr. Edgar Osborne will have to publish a disclaimer in Manchester that he is not known as the Cotton King.

THAT Mr. H. G. Saward has purchased a new marine residence at Wapping, named the Ivory Castle, for the week-end use of the members of the Sabazia and Regent Clubs.

THAT Mr. G. W. Kettle is not organising a combine of agencies—American and otherwise—with a capital of one million sterling.

THAT there is no truth in the report that Mr. Philip Emanuel is acquiring Covent Garden Market for an extension of the advertisement offices of Odhams Press Ltd.

THAT Mr. G. S. Royds has cancelled all his Friday engagements in future because it is his Amami night.

THAT Mr. Alfred Pemberton has contributed to the *Piccadilly News* two health articles with the illuminating titles—"Bits about Bisto" and "Certs-cum Cerebos."

THAT Brig.-General Campbell has solved to his entire satisfaction a new arithmetical puzzle called "Six and Two make Eight."

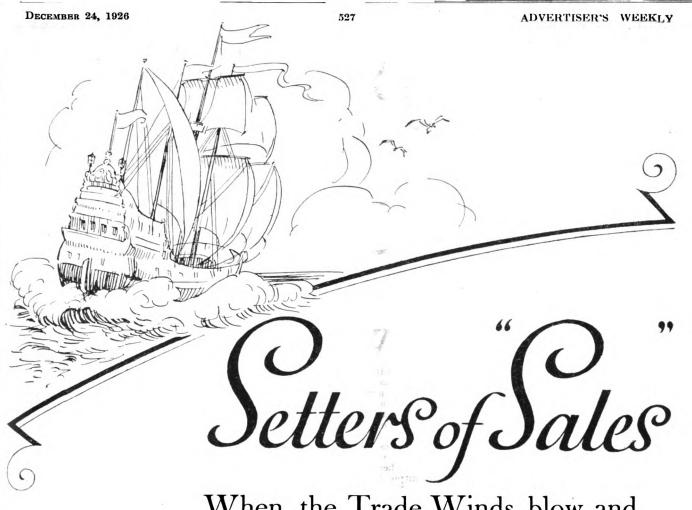
THAT Christmas Day is the present-day, and yet it belongs to the sweet buy and buy.

THAT an inattentive young shopman the day after the Isma Ladies night was asked for stockings, and answered, "Thick or clear?"

THAT Mr. A. Bain Irvine and Mr. W. B. Robertson are going to form a branch of the Scottish Clans Assn. at Fleetway House.

THAT Mr. W. H. Harford has agreed to find ample supplies of Coats' and Clarks' threads if a Sewing Bee is formed by the Fleet Street and Advertising Club.

THAT Mr. J. Murray Allison has in preparation an Encyclopedia Berryannica of British Advertising for publication early in the new year.



When the Trade Winds blow and the Seas of Commerce swell, the trader, merchant or manufacturer must trim his ship of merchandise. With an expert publicity agent at the helm, it only remains to weigh anchor on the tide of affairs.

We are masters of our craft, and setters of Big Sales for all who would gain the full benefits of the trade winds. We are organisers of bigger business, advertising and publicity consultants and printers—

and we know the ropes.

#### THE WESTMINSTER ADVERTISING SERVICE LIMITED,

Addison House, 26, Bedford Street, W.C.2.

'Phone: Regent 8020 (6 lines).

Telegrams: "Westminads, Phone London."



The GENERAL BILLPOSTING Co., Ltd.

23a, St. James' Square, Edinburgh.

Branch Offices in every District.

To Firms Seeking Wealthy Markets

#### "PINANG GAZETTE"

OldestDaily in Malaya. STRAITS SETTLEMENTS

"LA RAZON"

BUENOS AYRES
150.000 dailv.

London Representatives

FREEMAN & CO., 33, Paternoster Row, E.C.

#### Where to Buy Print

#### WE PRINT IN MILLIONS

Catalogue Printing by latest methods. Modern Type Faces. Despatch a speciality.

HUMPHREYS & Co., 74, White Horse St.,
:: Commercial Road, E.1. :: 'Phone: East 1298.

CHEAPEST PRINTERS IN THE WORLD



#### HE BEST FREE GIFTS. SOFT TOYS

Illustrated Catalogue on Request.

MANUFACTURERS, Est. 1914

THE TEDDY TOY CO.,

45, GOLDEN LANE, E.C.1.

#### We (do not) Hear

THAT every hen pays for its keep on the instalment system by laying the eggs free and delivering them in plain shells.

THAT the United Guild of Press Agents, Press Representatives and Public Relations Managers is to produce a house organ in which all the editorial space will be for sale at double the ordinary scale.

THAT Mr. Arthur Phillips, a member of the Social Union, has adopted the slogar "For the People. Buy the People" for his next candidature for a seat in the Outer Temple.

THAT Mr. Philip Smith has introduced a new cross-word puzzle—C. for Catesby T. for Treloar, F.C. for Foster Clark and S.K.T. for Sharp's Kreemy Toffee, and that the £1,000 solution is One-in-a-Hundred.

THAT Mr. V. J. Reveley, with the intention of winning more pots, will next season take lessons in golf from Mr. Eric Field, and Mr. Field, who is also some prize taker, will receive instruction from Mr. Reveley.

THAT Mr. R. J. Sykes has presented Mr. C. W. Hobson with a Bouyant Chair as a Christmas present, and Mr. Hobson has sent Mr. Sykes a Kodascope for publicity film purposes.

THAT Mr. Alfred Johnson, in the neighbourhood of Covent Garden, has been looking upon the green when it was read.

THAT Mr. A. J. Greenly is becoming a strong supporter of the Turf, and has entered the favourite, Carreras, for the Craven stakes.

THAT Mr. T. B. Lawrence has made an arrangement with Mr. Teasdale for solus positions on the railway engines of the L.N.E.R.

THAT Mr. J. C. Akerman is arranging to run a down-to-date fun city at Olympia when the Advertising Exhibition is held there.

THAT Mr. George Murray has been playing pool most successfully for some time now and is more often than not on the winning side.

THAT Mr. U. B. Walmsley is putting up a pot for a Thirty Club tennis tournament on the roof garden at his palatial place in Gray's Inn Road.

THAT Mr. Robert Thornberry has not been lost in the wilds of Surrey—as has been currently reported—but is in residence at his new address—I-am-herewhen-I'm-wanted.

THAT Mr. C. Harold Vernon has entered into a contract with his friend Mr. Dennis Bradley to illustrate some of the output of the famous New Bond Street firm of Pope and Bradley.

"GIBBONS knows CANADA"

J. J. Gibbons Limited Advertising Agents
Cable Address "GIBJAY" TORONTO

"GIBBONS knows CANADA"

Toronto, Montreal, Winnipeg Code—ABC Fifth Edition



By all means get PUNCH into your Advertising, but don't fail to get your Advertising

Advance Booking is Always Essential

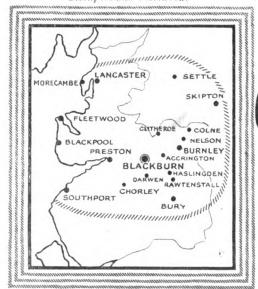
MARION JEAN LYON Advertisement Manager, "PUNCH" 80 Fleet Street, London,



North Lancashire has kept its best markets

The "Northern Daily Telegraph" has a larger net sale in the area shown in this map than any other daily or weekly paper Branch Offices, each with its own reporting and

Branch Offices, each with its own reporting and sales staffs, in Accrington, Burnley, Nelson, Colne, Rawtenstall, Darwen, Chorley, Preston, Southport, Stockport and Fleetwood.



ORTH Lancashire remains comparatively one of the most prosperous areas in the country because it is the manufacturing centre for better-quality cotton piece goods and for the new artificial silk industry—both of which are in growing demand.

No other manufacturing area in the country is capable of returning such good results even in these abnormal times.

The coverage of the Northern Daily Telegraph is more complete than those of all other daily or weekly papers—and

Ninety-five per cent. of TELEGRAPH'S guaranteed minimum net sale of 70,000 per day is home delivered.

# NORTHERN DAILY TELEGRAPH

Head Office: BLACKBURN / London Office: 151, Fleet St.



Vol. 52

FRIDAY, DECEMBER 31, 1926

.....

No. 708

#### 1927 and Some Trends of British Advertising

By John C. Kirkwood

OME observant students of modern trends in business—the trend, for example, towards the merger of competitive businesses—assert that some day soon the only users of space in our foremost national media will be the immensely strong firms like Levers, Cadburys, the Imperial Tobacco Company, and so on. If this should prove to be the case, then what are the smaller firms to do, and what can beginners do?

297873149189444614821113012134851411641816161816181618388618181314918886888<del>1</del>

The answer is not clear, yet one may safely assume that provincial papers and periodicals (weeklies and monthlies) will carry more national advertising, and that there will be a huge growth in what is called direct mail advertising, meaning postal advertising. Also, one may expect to see national advertisers co-operating more and more closely with the retail distributors of their products in an effort to get to the consumer with a minimum of wasted endeavour.

#### The Rationing of Space

With the tendencies towards (1) a reduction in the number of publications as a consequence of mergers; (2) larger circulations for those media which survive, with corresponding increases in the cost of their advertising space; and (3) an increase in the number of those who want to use space, publishers will be confronted with two alternatives, namely, to increase the size (number of pages) of their publications, and to ration space.

This latter idea is not by any means a new one; indeed, it has been put forward frequently in the United States of America. In that country of amazing prosperity many daily newspapers and weekly and monthly periodicals give to their readers far too many pages, and so they but defeat their own objects and interests. Thus it is no uncommon thing in the United States to see a Sunday issue of a daily newspaper giving to its readers a series of "sections" whose aggregated pages will total from 60 to 100, and occasionally more. The very bulk of a Sunday newspaper is something terrifying. In

the periodical field the Saturday Evening Post gives its readers more than 200 big pages of reading matter and advertisements week after week; it is excessive value for its price of 2½d. per copy, and its contents make an excessive demand on readers' time and interest.

These multi-paged publications with enormous circulations are eating up the pulp forests of the United States and Canada at an alarming rate, and so there are frequently heard appeals for paper conservation, meaning smaller newspapers and periodicals, and, if need be, smaller advertisements.

Publishers prefer, for safety's sake, to have many advertisers, each using, if need be, a small-size space, to having a few advertisers, most of them using whole pages, and even double-page "spreads." Yet advertisers on their part show a tendency to increase the size of the spaces used by them, in an effort and purpose to secure "domination"; and, when possible, "colour copy," meaning advertisements in colour, is used, in order to increase results. With space costing in the Saturday Evening Post more than £1,400 a page per insertion (one colour), the extra cost involved for colour blocks and for colour printing becomes but a fraction of the total cost of the space occupied, and it is found profitable to pay this extra cost.

#### Drapers' Advertising

One sees in this country, and also in America, a very positive movement of some magnitude in the direction of the consolidation of important drapery stores into a whole. The original names of the shops acquired may remain unaltered, but ownership and management become centralised. To give effect to this modern tendency there have been formed "investment trusts," so called. These "trusts" exist to buy up individual businesses, in order to employ massed capital profitably, for it is being perceived that well-managed retail distributive businesses can and do give the capital employed in them a superior dividend return without the risk which is commonly supposed to attach to enterprises paying more than, say, per cent.

In passing it is to be remarked that the acquicition of drapery businesses for consolidation in respect of ownership and general management is not being confined to domestic enterprise; thus, a well-financed Dutch firm has begun operations in this country, and proposes, so it is said, to buy up sound drapery businesses in numerous populous towns throughout England.

The increasing amount of drapery advertising in both London and provincial newspapers cannot but be remarked by the student of advertising, and the huge amount of drapery advertising carried by the London

#### THIS WEEK'S PAPER

First Plans for the Advertising Exhibition

Charges for Stands and Admission

Outdoor Publicity in a Cigarette Campaign—By Leslie Lewis

How the Public were made to talk
"Three Threes"

New Notes in Big Stores' Christmas Advertising—By Peter Merrick

A Review of this year's copy, with a full page of topical pictures

Some Practical Tests of the Pulling
Power of Advertising — By
Fernand A. Marteau
Results of some recent Research Work
in America

A Logical Defence of the Hoardings

And all Regular Features

Ad. News in Brief

Bublication Notes and Name

Publication Notes and News Club Notes and News Current Advertising Advertiser's Gazette We Hear, etc.

THE ADVERTISER'S WEEKLY 66, Shee Lane, London, E.C.4.

Advertising Display January Number

#### NEW WEAPONS WAITING FOR YOU



Advertising Display, which in quality is a shilling magazine, costs the readers of the Advertiser's Weekly nothing. Has any such free gift ever been offered to you before? It mirrors advertising practice all over the world for you. And every idea in it is offered to you for development for your own purposes.

You can attack the New Year Market with fresh vigour and new methods if you study "Advertising Display."

The January Number which will betpresented free with the next issue of the Advertiser's Weekly has for its main theme THE PHOTOGRAPH IN ADVERTISING.

There are articles on every aspect of the Half-Tone advertisement. Thus:

"Choosing the Photograph" by F. J. Mortimer, F.R.P.S.
"Using the Photograph" by Errell of Cologne
"Reproducing the Photograph" by Thos. S. Barber

"Paper Surfaces for Half Tones" by Capt. F. J. Allan, F.I.C.

There are illustrations to all these articles done by the leading advertising photographers of Great Britain and showing every type of picture from "How NOT to do it" to the most modern or Kaufferesque design by the camera.

The cover, as in all the previous issues, is a striking example of modern production. The front is a full-size photograph, magnificently reproduced and printed on a superb art paper made by Messrs. Spalding and Hodge.

Great care has been given to the selection of the inks for this cover and a most novel effect has been achieved.

Posters, print and folders also are dealt with in the issue, so that an all-round survey of advertising output, invention and design is provided.

And it is given away.

#### THE PHOTOGRAPH

#### IN ADVERTISING

Daily Mail, for example, shuts out from that newspaper much advertising which seeks admission to it. So one sees some national advertisers being actually stifled, being denied the desired amount of access to the consuming public, and so being forced to use other media of higher cost (per 1,000 circulation) and perhaps media of less efficacy.

#### Retail Development

When one considers the amount and character of the forces at work in this country to inspire retailers to greater and better effort to promote the sale of their stocks and to improve the management of their businesses, one can look forward confidently to a great increase of advertising by retailers in their local newspapers, and to the extent that this sort of advertising grows, provincial daily and weekly newspapers are likely, some day, to find their available advertising space being occupied almost wholly by local advertisements, with increasingly less effort being made to attract national advertising. The day may come very shortly when Fleet Street may have in it few representatives of provincial dailies, and, indeed, the whole character of the "street of ink" may change. Many offices which now proclaim, by their sign, the tenancy of a provincial or Scottish newspaper, may carry, during the next decade, "to let" signs, and the departure of present tenants will indicate that they

are reaping their harvests in the home field.

This projected change in Fleet Street's character may be hastened by a change in the character of the ownership of many provincial newspapers. Since the war there have been some astounding ownership changes in London and provincial media, and one suspects that what has been is but a prelude to what is to come. The Berry group may seek to acquire many more newspapers. This possibility, if not probability, is disturbing the present owners of many provincial dailies, for they see that if the Berry Bros, acquire ownership of one daily, newspaper in a provincial town, the unacquired paper's struggle for life is going to be harder.

This modern trend towards massed ownership of business enterprises is a direct and inevitable consequence of the growth of massed capital. The world's capital is increasing by leaps and bounds, and since capital has an insatiable hunger for dividends, its use for the purpose of earning dividends is being more and more entrusted to big calibre men associated in investment corporations. One of the interesting developments going on in the modern world is the scientific study of investment practice. More and more young men are giving themselves to the study of finance and to administrative management, in order to be able to employ massed capital productively.

The increasing ability of workers of all classes to invest money—the product of their toil and thrift—is giving to those who seek capital sums which in the aggregate are nothing short of colossal, and those who become the trustee custodians of capital are often at their wits' end to know how to employ capital safely, in order to produce dividends. Banks and insurance companies may not venture far or much, but industrial and commercial organisations are not under the same restrictions.

#### In 50 Years

The Berry group doubtless see that there will be an unparalleled increase in the use of advertising by both producers and distributors in the next twenty-five to fifty years, and so they are acquiring newspapers and periodicals to carry the new advertising—all to employ profitably their massive capital.

Then, too, the big calibre men in the distributive field of business enterprise find that they must acquire retail businesses, with their marvellous power to earn profits, to give the capital which the public entrusts to them the dividends demanded by capital, and when big business becomes the owner-manager of retail shops, the will and decision to sell by the aid of advertising will not repose in a small calibre, one-man proprietor; advertising will be employed heavily for its known power to produce sales.

#### Outdoor Publicity in a Cigarette Campaign

Making the Public TALK "Three Threes"—Linking Street Publicity with Press Advertising

By Leslie Lewis

NE of the lessons to be learned from the recent successes in advertising is that, while it is comparatively easy to start the public thinking about a product, it is not such a simple matter to start a considerable proportion of the public talking about it.

It is safe to say that, during the last six months, quite 75 per cent. of the British population has been talking mustard, a result achieved by the skilful copy of the Mustard Club. Clever slogans, such as Palmolive's "Schoolgirl complexion," and amusing advertising figures like Grandpa Kruschen, have also resulted in a good deal of talk amongst the public.

The latest product to join the ranks of "talked-of" advertising successes is the "Three Threes" cigarette.

#### One Difficulty Overcome

It had been demonstrated that the intensive Press campaign that had been running in the London and provincial papers for these eigarettes had made people think about them, and the initial difficulty—that of making people think "Three Threes" instead of the more difficult and tongue-twisting "Three Three Threes"—had been overcome. In order to get the people talking, it was decided to launch out into an outdoor advertising campaign.

The result was the appearance, in the West End and district, of three immaculately-dressed gentlemen, whose smart morning dress and handsome appearance caused quite a sensation among the ladies and, perhaps, a feeling of envy amongst the men. Nine theatrical men of good appearance were engaged by the



Two of the joke advertisements





The three "Three Threes" men "snapped" in Piccadilty; and their appearance as a link-up in the Press

Ardath Co., and they walked in groups of three, with a distance of fifteen yards between the three groups. In addition to rolled umbrellas and perfectly-fitting gloves, these gentlemen carried black attaché cases, on the side of which was painted in white the figure "3."

#### The "Three Threes" Men

The cases were carried in the same hand by each man, with the result that the "333" appeared in a row. The men were given definite routes each morning. They walked through the main thoroughfares and smaller streets; they took morning coffee at a fashionable café; they lunched in crowded restaurants; and everywhere they acted with a courtesy and grace that made them popular with old ladies and young; business men, and those of the "smart set"; policemen and 'bus drivers. A report was made each day of the adventures of the road, and any comments of passers-by were carefully noted to give an idea of the impression that was being created. "There are the 'Three Threes' men," and "Have you seen the 'Three Threes' this morning?" were frequent remarks, proving that the desired effect of getting the public talking had been achieved.

This outdoor publicity was cleverly linked with Press advertising. Advertisements appeared, in which illustrations of the three men were featured, with the slogan "Carried unanimously by smokers whose first consideration is quality."

If the campaign had been left at that, it is probable that interest—and

talk—would have waned. If policemen suddenly changed their regulation uniform to white flannels and straw hats, everyone would talk about it for some time. But, after a time, everyone would become accustomed to the change and familiarity might breed oblivion.

The master-stroke was played when the company started their series of joke advertisements, to synchronise with the appearance in the streets of the "Three Threes" men. At the top of each advertisement appeared a good joke that was capable of retelling in the smoke-room, the restaurant and the office. The idea was to keep the public talking about the "Three Threes," and the result was attained when people started asking, "Have you heard the latest 'Three Threes' joke?" and "Where did you hear that one? In the 'Three Threes' advertisement?"

#### **Interest Aroused**

The fact that hundreds of jokes have been submitted to the company from all parts of the Kingdom for inclusion in their advertisements demonstrates that the jokes had been read and appreciated.

The intense competition between the many lines of cigarettes that are offered at the present time necessitates the adoption of unusual and striking forms of publicity, and the "Three Threes" men combined with the "Three Threes" jokes, have certainly made people think, talk and smoke "Three Threes" more consistently than they would have done without the introduction of these novel ideas.

## New Notes in the Christmas Copy of the Big Stores

Novelties in Lay-out, Copy and Illustration-Presenting a Wide Range of Gifts without overcrowding-New Devices for Treating the Seasonable Atmosphere

By Peter Merrick

ACH year, the Christmas season brings with it a mass of advertising from the big departmental stores. As the Mecca of the gift-seeker, they have a unique opportunity of attracting to

Combine sense with sentiment Give Home Gifts from BARKERS



their shops thousands of people who are not regular customers, but who are looking for new ideas in Christmas presents. Although it is generally recognised that the stores, in their many departments, have gifts suitable for every member of every household, the advertisement that gives the most practical hints—that suggests novelties for the fat purse and the lean—is the one that will bring most grist to the mill.

The skilful way in which articles have been selected from each department for illustration in newspaper advertisements has been a big feature in store advertising this year. The stereotyped gift has been largely omitted and only those novelties and new inventions that are likely to appeal to all classes have been included.

Suggestions, however, although they may be practical and helpful, are not the only essentials in good Christmas store advertising. At a time when so much gift advertising is appearing in the newspapers, it is necessary to introduce some touch of novelty that will, first of all, attract the attention of the gift-seeker, and, secondly, tell the full message of the wide variety of gifts provided—in a forceful manner and without overcrowding the space. Store advertising at Christmas time

can be assured of a good reception and close attention, but clarity of description and illustration, together with the sounding of some new note, are necessary if the best advantage is to be gleaned from the space bought.

An advertisement that fulfilled each one of these requirements was a full page of John Barker and Co., Ltd. Open line drawings were the chief feature, and the clean and striking appearance of the page—which is illustrated—was quite exceptional. A strong note, that had a definite appeal, was included in the headline—"Combine Sense with Sentiment—Give Home Gifts from Barkers." The lay-

To ye Slorie of Ue Christmasse Heaste



out was also quite new for store advertising, and no fewer than fifteen different types of gift were illustrated and described without giving the page any appearance of overcrowding. The legibility of the advertisement was, perhaps, its best quality—helped to a great extent by the clarity and openness of the illustrations. The notes about delivery, in days when the dispatch of parcels is of paramount importance, were clever and topical, giving an air of efficiency and reliability in this direction.

Harrods also introduced a quite new note into their copy. A very successful full page in the *Times* was headed, in Old English type, "To Ye Glorie of Ye Christmasse Feaste." The centre three columns were devoted to a drawing, in the style of an old print, of a Christmas dinner in feudal days. The very unusual appearance of the illustration was sufficient to draw instant attention to the advertisement, while the notes on the "Wassail Upto-Date," as prepared by Harrods, were assured a careful perusal.

In the outside four columns were illustrated some of the rather unusual and better-class seasonable delicacies provided in the firm's provision departments, clearly priced in various sizes and qualities. There was a festive appearance and an atmosphere of the Yuletide old-world largesse about the advertisement that was calculated to strike a responsive chord in the hearts of those who regret the passing of the festive family parties

(Continued on page 546)





#### Some Practical Tests of the

#### Results of Research in America

Window Display that Gave Percentage Figures-Black-and-white versus Colours-Testing the Value of Different Copy

By Fernand A. Marteau

T is generally agreed that the psychological process of advertising is (1) obtain attention, (2) create desire, (3) induce to action. The matter of obtaining attention deserves a close study. Whatever quality an advertisement may have, unless it gets the prospects' attention—conscious or unconscious—it can have no effect.

The very elaborate research undertaken by Mr. H. K. Nixon, Ph.D., lecturer in advertising at the School of Business of Columbia University (U.S.A.), to determine the power of attention of a number of typical advertisements, is, therefore, well worth studying.

Mr. Nixon has sent me the report of this elaborate study and while all conclusions arrived at are not to be accepted finally proved, as far as Britain is concerned, they will, nevertheless astound many who are too ready to be satisfied with generally accepted ideas.

#### Varied Audience

A special "recording" machine was installed in the window of an empty shop on 125th Street, New York, chosen because it was situated in a district with a greatly varied type of passer-by—Gentiles, Jews and negroes, labourers, students, professional men and rich people; an equal proportion of male and female, while the window was so chosen as to be quite representative of the hundreds of small shops in the neighbourhood.

The apparatus was a screen parallel with the street, and two wings going into the shop, enabling an observer to be hidden inside and a special device allowing him to see, while not being seen himself.

#### Timing the Observation

Two "bait" advertisements were exhibited, and when the passer-by had approached the window, a special arrangement enabled the real "test" advertisements suddenly to be substituted and the observer was able, by following the eyes of the passer-by to record the time devoted to the considering of each advertisement.

All precautions were taken to give both advertisements an absolutely equal chance. Records of the eye movement were registered by means of a typewriter with a special electrical attachment, the experimenter never having to distract his attention for a fraction of a second from the observation of the passer-by.

To give an idea of the kin. of record obtained, I will quote "Table I." of Mr. Nixon's report:

An Armeo Iron Advt.

Received in a time A: 56 looks.
The average length of each look:
18.46 thirds of second.
The standard deviation of this
Average: 3.86.

A Valspar Varnish Advt.

Received in a time A: 60 looks. The average length of each look: 9.06 thirds of second.

The standard deviation of this Average: 1.64.

From this it can be deduced that the Armco advertisement was more than twice as effective in getting attention as was its competitor in the test.

This manner of recording was discarded for a more minute manner of ascertaining the attention value of the advertisements in the test—allowing the screen to be shown (A) without any advertisements showing; (B) with an Armco Iron advertisement in position; (C) with a Pond's Cream advertisement in position.

#### The Power of White Space

Number of people

The report can be summarised as follows:—

. (A) (B) (C)

Number of people passing ... ... 800 300 300 Number of people who looked ... 295 108 137

who stopped ... 1 26 38
From this it can be seen that while
the apparatus had a great power of
attraction when used blank (almost
three out of every eight passers-by
looking at it) the number who stopped
to see what it was all about was
almost negligible.

Further tests showed that the display alone (blank) made more people look than the display with some weak advertisements in the two frames

And now for the results.

The first conclusion arrived at was the time the eyes of the subjects gaze at advertisements. The tests were obtained by 24 different advertisements (12 pairs) which obtained a total of what Mr. Nixon describes as "fixations," 616.

The looks were in the great majority of cases partial to the left side. The range of looking was from one-third second to 34.2 seconds, and the average 2.7 seconds. As many as 110 were of two-thirds seconds, and 106 were one second. The average length of look for the 12 pairs of advertisements was about 10 seconds.

The whole of these tests seem to point to the speed at which the advertisement has to do its work.

From 7,878 individuals passing the window, 2,703 (or 34.3 per cent.) looked. This total is for all races. If the negroes are taken alone 858 passed and 252 looked (28.7 per cent.). The curiosity standard of the negro appears, therefore, to be below that of all races examined.

As far as the per cent, of curiosity is concerned, it seems that the highest is in the youngest subjects, the percentage almost uniformly declining as the age increases, going from 52 per cent. at 10 years of age and under, to 23.6 per cent. at from 50 to 55 years.

#### The Curiosity Standard

The above figures examined from the group of pedestrians—male or female—as far as curiosity standard is concerned showed that from the 4,328 males, 1,450 (or 33.5 per cent.) looked, while from the 3,550 females, 1,253 (or 35.2 per cent.) looked.

Here, also, the highest per cent. was obtained with the youngest subject for either sex (M. 52.7 per cent. and F. 51.0 per cent. at 10 and under), going down in almost uniform proportion (M. 21.0 per cent. and F. 25.4 per cent. between 50 and 55).

The third and perhaps most baffling results are those which go to show a greater attention value for black-and-white than for coloured advertisements. This is, of course, not altogether new, but still remains generally unbelieved.

In a recent report on the attention-value of advertisements, Messrs. Hotch-kiss and Franken, when assigning 1.00 as the average of attention-value of a black-and-white page, found that the full page in colour had a value of 1.13 but, in a later part of this interesting survey, they had to give to a double-page spread in black-and-white the value 1.47 as against 1.12 for a colour double-page spread.

According to Strong, quoted by A. T. Poffenberger in "Psychology in Advertising." "when all the black-and-white and coloured advertisements in a magazine were considered, the coloured were only 90 per cent. as good as the uncoloured."

These laboratory conclusions seem to be confirmed by the experiments I am now reporting, while Mr. Nixon underlines the fact that "figures have been compiled again and again to show that colour gets from two to five times as many inquiries at the same cost; equally convincing data show that it does nothing of the sort

#### Pulling Power of Advertising

and is not worth the extra cost." Three definite tests were undertaken to come to certain conclusions as far as colour was concerned.

In the first, two sets of advertisements (one coloured, the other not) were shown and when the first tests had been made a copy of the advertisement in colour was exhibited, similar in all details but minus colouring. A copy of the black-and-white copy was exhibited at the same time, but In this way all factors, coloured. except colour, were eliminated. It was, in fact, testing a black-and-white advertisement as against its coloured duplicate.

Six sets of advertisements were tested in both black-and-white as well as coloured form.

The black-and-white exhibits obtained 287 fixations of an average duration of 2.71 seconds, and their coloured counterpart received 284 fixations of an average duration of 2.81 seconds; the standard deviation being 0.59 for black-and-white and 0.48 for coloured advertisements.

#### Colour's Effect

In the second test a black-andwhite advertisement was allowed to stop in the window while 50 people Then the replica of the passed. advertisements was exhibited for the next 50 passers-by. This was repeated with eight different advertisements (two sets of four), Here are the figures for (A) number of pedestrians who looked, and (B) number of those who stopped.

**(B)** (A) Per cent.Per cent.

Black-and-white ad-

vertisement 81 3.14 Coloured advertise-

ment ... 31 2.56Again, a better showing as far as attraction is concerned, for the noncoloured advertisement.

The third, and most elaborate of the three, was made with 108 advertisements (half coloured and half uncoloured), the illustration of nine of each of the following types:-Posing men, acting men, posing women, acting women, simple object and complex objects.

Every advertisement was allowed 50 pedestrians (in all 5,400 subjects). Of the 2,700 who passed when the black-and-white advertisements were exhibited, 1,084 looked and 127 stopped; for the same number of people, the coloured advertisements looked at by 889 people, while only

78 stopped.

By computing these figures, the number of black-and-white advertisements had an average of 38.28 per cent. of people looking and 4.70 per cent. stopping; the coloured ones,

ADVERTISING DISPLAY for

JANUARY

appears next week

In addition to the photographic theme this issue deals with a subject of perennial interest to all advertisers

NOVELTY AND DAINTINESS IN FOLDERS

One of the French leading experts, Monsieur Georges Pinget, Director of "Editions d'Art," Paris, discusses the subject and something like

> 26,000 folders in many colours have been specially printed to be used as illustrations to the article

88.28 per cent. looking and 2.70 per cent. stopping (about half of that for black-and-white advertisements).

Examining the tables dealing with the response of the sexes to colour, there is little difference as far as the subject who looked is concerned (Black-and-white: M. 38.15, per cent. F. 38.78 per cent; Coloured: M. 32.69 per cent., F. 88.70 per cent.), but the figures for stopping are such as to show that 90 per cent. more women than men actually stopped for blackand-white advertisements, while only 88 per cent, more women than men stopped for coloured advertisements.

A fourth and last conclusion was the one as to the attraction value of pictures of people as against pictures of objects.

The test was made by means of 72 advertisements containing pictures of actual people and 86 containing pictures of objects, and the conclusion arrived at is to the advantage of the photos of people; 37.66 per cent. looked and 4.22 per cent. stopped for "people" advertisements, and 82.04 per cent. looked and 2.66 per cent. stopped for "object" advertisements.

A further test shattered another usually admitted principle. believed that "men are interested in objects; women in people." A test was made and showed the following results :---

With pictures of objects the attraction was as follows-

Looking men: 31.0 per cent. Looking women, 88.1 per cent. Stopping men, 8.2 per cent. Stopping women, 1.9 per cent.

With pictures of people, the attrac-

tion was as follows

Looking men, 88.2 per cent. Looking women, 87.9 per cent. Stopping men, 5.8 per cent. Stopping women, 2.6 per cent.

The use of a picture of "people" instead of "object" increased the male figures 7.2 points for looking, and 1.9 points for stopping; it increased the women figures only 4.8 points for looking, and 0.7 points for stopping.

Another test under the same heading endeavouring to ascertain the relative value of posing as against action advertisements, gave the following results :--

Pose-

Looking men, 89.81 per cent. Stopping men, 6.84 per cent. women, 85.88 per cent. Looking Stopping women, 2.92 per cent.

Action-

Looking men, 85.64 per cent. Stopping men, 4.51 per cent. Looking women, 39.84 per cent. women, 2.44 per cent. Stopping

#### Simple v Complex

A last test, interesting inasmuch as it seems to indicate that men are more prepared to puzzle out advertisements than women, but that even women are twice as interested in complex as in "easy" advertisements, was provided by the showing of 36 advertisements-18 of simple nature (large picture of product, little copy) and 18 complex appeals. The results were:-

Simple appeals—

Looking men, 29.2 per cent. Stopping men, 1.9 per cent. Looking women, 88.2 per cent. Stopping women, 1.4 per cent.

Complex appeals-

Looking men, 32.8 per cent. Stopping men, 4.4 per cent. Looking women, 88.1 per cent. Stopping women, 2.3 per cent.

Such is the most valuable contribution made by Mr. Nixon, in an effort to obtain independent data on which to base conclusions.

The difference between the analysis we have just studied and those given by others is that while Mr. Nixon endeavoured to get his data from people who did not suspect that they were used as part of experiments, the previous conclusions were usually arrived at by "laboratory" or forced In other cases also the figures of one specific campaign or series of campaigns were taken and there was a danger to generalise on exceptional material.

#### First Plans for the Advertising Exhibition

Stand and Admission Charges Settled-Beauty and Horrors-A "Truth in Advertising" Exhibit—Substantial Support Promised

ONSIDERABLE progress with the arrangements for the Advertising Exhibition to be held at Olympia from July 18 to 23, in connection with the Advertising Convention, was made at the first meeting of the Exhibition Executive Committee of the Advertising Association on Wednesday of last week.

Amongst the principal decisions taken was the approval of the scheme of layout and stand building, which had been prepared by Mr. J. Emberton, architect. The Committee, at which Sir Lawrence Weaver took the chair, felt that it was due to advertising, as the most progressive of the industries, that it should display its activities in a uniform and modern decorative setting. All stands will be provided by the Exhibition Committee and there will be an overhead charge for space and stand of about 10s. a square foot. By this means a brilliant effect should be secured, and exhibitors will be asked to pay less than at any previous show of the kind.

It was also decided that the charge for admission should be 1s. 6d., inclusive of tax. Exhibitors will be provided with a batch of tickets for their customers and friends and will be charged only 9d. for those tickets which are presented at the turnstiles.

Arrangements are well under way for a number of attractions, including a Palace of Beauty, in which will appear the chief feminine figures which commend nationally advertised goods to the public. An important educational feature will be the Chamber of Horrors, in which will be pilloried those delusive and dishonest advertising stunts which it is the desire of the Advertising Association to make impossible for the future. This will be in charge of the National Vigilance Committee and will show the general public the strenuous efforts which are being made to prove that "Truth in Advertising" is the settled policy of the world of advertising and not a mere catchword.

The Committee were very gratified to receive a number of assurances of substantial support from important concerns in the advertising world.

The Rules and Regulations of the Exhibition were finally approved and will be issued widely as early as possible in the New Year

# St. Margaret HOSIERY: JERSEYS AND UNDERWEAR Greatest Value at Least Cost

The new St. Margaret poster

#### LATEST PLANS FOR DENVER CONVENTION

#### Names of Programme Committee— Major Burton a Representative

In connection with the Denver convention, the dates of which are June 26 to 30, 1927, President Woodbridge announces the appointment of Mr. E. D. Gibbs, advertising director of the National Cash Register Company, as chairman of

Cash Register Company, as chairman of the General Programme Committee.

Mr. Gibbs will be supported by the following committee: W. Frank McClure (chairman of the Advertising Commission) and Frederick W. Hume, vice-chairmen; Major Percy C. Burton, London, Messrs. Walter K. Tower, W. B. Tingle (Canada), Frank A. Black, Mrs. Bernice Blackwood, James P. Simpson, Don Gilman, Raymond P. Kelley, Harold J. Stonier, Ralph H. Faxon, H. H. Charles, and M. Etienne Damour, Paris.

Damour, Paris.
Mr. Gilbert T. Hodges, of New York, is the chairman of the On-to-Denver Committee for the entire Association.

#### New Varnish for Outdoor Pictures

PARTICULARLY beautiful new St. Margaret Hosiery poster will be appearing in the New Year on the Benn and Cronin train time indicators throughout the country. It will be followed shortly afterwards by a new Ovaltine picture. These posters, which are hand-painted on canvas, have proved very attractive in the great railway stations throughout the country. They were originally an experiment in publicity, and they have now established themselves. The stage of experiment has not quite ended however. Messrs. Benn

and Cronin are now trying out an entirely new method of varnishing the pictures. They have to be taken down and rolled up at regular intervals for interchange between stations, and there is a tendency for most of the suitable varnishes to crack under this treatment. The new coating surface which is now being tried has been successfully used in other trades, but its application to painted canvases is a frovelty which will be watched with interest. It may even one day penetrate within the conservative walls of the Royal Academy!

Investigate the Dutch market—the easiest market in Europe for British goods.

Our exports to Holland last year were exceeded by only one other country.

A postcard will bring you complete information without any obligation on your part.

- "Algemeen Handelsblad" (Amsterdam)
- "Nieuwe Rotterdamsche Courant" (Rotterdam)
- "Nieuwe Courant" "Het Vaderland" (The Hague)
- "Wereldkroniek" (Holland's Leading Weekly)

U.K. Representatives :-

THE OVERSEAS PUBLICITY & SERVICE AGENCY, LTD. 9, QUALITY COURT, CHANCERY LANE, LONDON, W.C.2.

'Phons: Holborn 5628.

Managing Director-G. D. YOUNG.

Telegrams: " Egyptadco."

#### A RECORD YEAR

N 1926, as in 1925 and 1924, THE TIMES carried a greater volume of advertising than any other newspaper published in Great Britain.

Its leadership in advertising is as firmly and unchallengeably established as its leadership in the field of journalism.

THE TIMES carries regularly more Financial Advertising, more Motor Advertising, more Estate and Property Announcements, more Travel Advertising, more Classified What of 1927? Advertising than any of its contemporaries pointing unmistakably to its unrivalled power in selling goods and services the moneyed and influential public.

Not only did THE TIMES in 1926 again lead all its contemporaries; but it also beat all its own records for previous years.

Old advertisers found it profitable to increase their space; new advertisers joined the ranks of those who had tried and proved the selling power of THE TIMES. And this in spite of the General Strike in May, and the Coal "Strike which lingered on "from May to November.

Cout such heavy clouds on the horizon it promises to be a year of real trade revival. Make it a record year in your business by advertising in THETIMES.

ADVERTISEMENT MANAGER O HOUSE SQUARE LONDON E.C.4

#### Advertising Column

An Important Continental Medium

By Georges Bernaerts (Director of Bernaerts Societe Anonyme of Brussels)

HE appearance of poster and other illuminated columns on the streets of Antwerp has created something of a stir among advertising men in Belgium.

The Town Council had for a long time been opposed to any such in-novation on the ground that the columns would endanger the appearance of the streets. I almost despaired of getting the project accepted, when their consent was at last received.

Now, largely as a result of the evolution of street publicity and the higher artistic standard of poster art since the war, the "colonne-reclame" which has for many years already been in use in the most important Continental towns, has been adopted by Antwerp.

Brussels and Liege had already some poster-columns of an earlier type, similar to those seen in Paris and They are other French towns. circular columns with more often than not no provision for lighting. Those which made a pretence of illumination did so by means of lamps concealed in the cornice and

then only with very poor results.

In addition to these, four-sided glass-panelled columns, evenly lighted from the inside, are making their appearance in the Belgian capital. They do not take printed posters, but painted canvas under glass. Each side contains nine panels measuring 10 inches high by 15 inches wide, some of these being devoted to indications as to tramway lines and general information. This type is, of course, chiefly to be found near tram halts.

In Berlin and suburbs there are not fewer than 700 of these columns in use, and they are considered of such value that in some cases all the spaces of a column are rented by one





Two typical Continental publicity posts

There is also the German type of They are sexrevolving columns. agonal in shape, the panels are glass covered. They revolve and are well illuminated. This type exists in practically every important German town, and proves most efficient. They are divided in spaces measuring about 33 inches high by 27 inches. Here, again, painted panels are generally used, although posters can also be placed behind the glass.

In Holland the same type of column is used as in Paris, but there is a greater care in posting.

In my opinion the most practical and attractive columns found in Belgium are the new illuminated poster columns. They are sexagonal in shape, each side divided into three neat panels, taking the standard "Colombier" (34 inches by 25 inches) size posters. The protective dome is in the form of a double glass panel, each with six spaces. The whole is each with six spaces. The whole is electrically lighted. The dome overshadows the sides. The lighting of the column is continuous, but that of the dome is intermittent and acts as an eye catcher.

Not only do the new lighted columns do their "work" in the day, but also—and most effectively—at night. Furthermore, they occupy positions in the most frequented thoroughfares, where the usual hoardings are not available.

The importance of this outdoor publicity medium must be judged keeping in mind that in Belgium as in France people live much more outdoors than in England, passing their leisure hours on the terraces of "cafés" as long as the weather permits. Moreover, there is no break in the "life" of the street on Sunday.

It is small wonder that I found that as soon as the Antwerp columns were erected the demand for space was immediately forthcoming and soon exceeded what was available.

Forty Years an Editor

A notable event in trade journalism occurred last week when, with the current issue of the Mercantile Guardian, Mr. Walter Lindley-Jones completed fortieth year in the editorial chair. Lindley Jones, who is acknowledged to be the doyen of the newspaper side of British export trade, was entertained to lunch at the Liverpool Street Hotel on Christmas Eve by the staffs of the publications he controls, who presented him with a handsome silver salver on which were inscribed the signatures of all the employees of the firm.

#### A COMPLETE ADVERTISING SERVICE

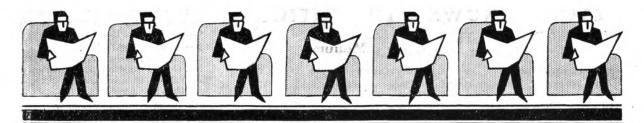
Consultation Planning



Creation **Placing** 

#### CARLTON PUBLICITY LIMITED

Carlton House, Great Queen Street, Kingsway, London,

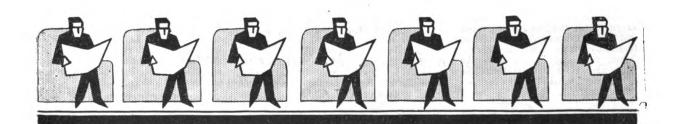




THE DAILY TELEGRAPH is an indispensable medium in modern advertising because of its reputation in the realms of commerce and finance. The honesty, sincerity, and straightforwardness which characterise its editorial policy, instil confidence in its advertisement pages.

This is why those who have a sound, high-quality product to market, place THE DAILY TELEGRAPH at the top of their appropriation list. They know they are certain of appealing to a public which reads their announcements with a receptive mind.

## The Daily Telegraph HEAD OFFICE. 135 FLEET STREET. LONDON. E.C.4



#### News ın

Carmelite House Rumours—Three Advertising Deaths—"Chronicle" Transfer-Big Staff Changes

#### "Associated Newspapers"

The Daily News on Wednesday stated that reports had reached the City that Mr. Cecil Harmsworth had been elected the new chairman of the board of Associated Newspapers, Ltd., in succession to Mr. Thomas Marlowe, and that Mr. James Heddle, who has been prominently associated with the editorial side of the Berry newspapers, had joined the board of Associated Newspapers, Ltd.

#### Death of Mr. Rothman

The death has occurred of Mr. Louis Rothman, founder and senior partner of the well-known tobacco firm. He was probably as well known in the advertising world as in tobacco circles, and his passing will be regretted by a host of friends.

#### Death of Mr. Pook

We regret to announce the death, which occurred on Christmas Eve, of Mr. A. H. Pook, who has been London manager of the Irish Times since 1918. He was formerly advertisement manager of Vanity Fair, and passed away at the age of sixty. The funeral took place yesterday morning at Norwood Cemetery.

#### Joining Outdoor Publicity

Mr. Eric Leicester, until recently associated with the publicity department of the Underground Publicity, is, on January 1, joining Outdoor Publicity, Ltd. He is one of the sons of Mr. Ernest Leicester, managing director.

#### A Prize Record

Mr. C. J. Rose, who is now advertising manager of Matthews' Laboratories in Bristol, has won a prize on every occasion on which the Regent Advertising Club has held open competitions. He has been twice the winner of the Higham Challenge Cup, was second in the Goodenough Cup competition and winner of the Higham Blackpool Fiver.

#### Mr. H. D. Robertson Dead

Mr. Henry Drummond Robertson, a director of George Outram and Co., Ltd. (Glasgow Herald and other newspapers), died last week at his residence at Glasgow. Born in Crieff about eighty years ago, Mr. Robertson had been associated with the Glasgow Herald for fifty years.

#### Bass and Worthington Combine

A provisional agreement has been entered into for a combine of the big brewing firms of Bass, Ratcliff and Gretton, Ltd., and Worthington and Co., Ltd.

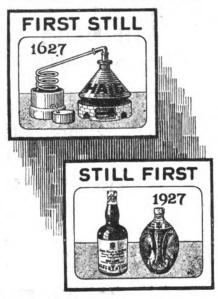
#### New Graphic Ad. Manager

The newly-appointed advertisement manager of the *Graphic*, known to a large majority of advertising men as "Oakey," is a cousin of the late Mr. H. O. Crowther, and has been very closely connected with Mr. George Sparkes on the *Graphic* for the past nine years. Mr. Oakes has also been associated for many years with such well-known firms as Mellins Food, Ltd. (11 years), J. Morgan Richards and Sons, Ltd.; Mrs. Pomeroy, Ltd., entering the advertising business on the *Throne* and Vogue, ultimately going into the agency side with Ivon Dewynter and the Dorland Agency until 1917, when he joined the Graphic.

#### Tully-Crabbe Dinner

Under the chairmanship of Mr. J. B. Crabbe, the annual staff dinner and social evening in connection with the firm of Messrs. Tully-Crabbe, Ltd., Newcastle-on-Tyne, was held last week in Tilley's Restaurant. The guests of honour were Mr. Lorne C. Robson (as president of the Advertising Club) and Mrs. Robson.

#### \_\_\_\_\_ TALKED OF THIS WEEK



A clever play on words

#### Blackpool's Prize Scheme

The result of Blackpool's "Red Star" prize scheme was announced last week. The voting papers numbered 22,726, and prizes of £1,000, £300, £100 and so on, were awarded. The order of popularity of various advertisers' articles was the theme on which the ballot was based, and Boyril, Gold Flake and Hovis secured the first three places.

#### Death of Warwick Reynolds

The death occurred at his residence in Glasgow last week, after a brief illness, of Mr. Warwick Reynolds, R.S.W., one of the foremost and most widely known of British artists. Mr. Reynolds was a member of the Publicity Club of Glasgow. The last piece of work executed by his hand was performed on behalf of the Club—the frontispiece of "Y'gorra," the official magazine of the students of Glasgow University.

#### Siviter Smith Changes

Mr. A. Everett Jones and Mr. Robert Sharp, who resigned their positions with A. J. Wilson and Co., Ltd., at the end of November, and joined V. Siviter Smith and Co., Ltd., as London directors, are now completing their arrangements. Mr. Sharp is in charge of the business side and Mr. Jones is responsible for the production activities. The whole of the London business previously dealt with from Birmingham is now being transferred to London.

**B.P.** Address

The address of the advertising department of "B.P." Motor Spirit is now 4-7, Chiswell Street, E.C.1.

Francis J. Field, Ltd.

Francis J. Field, Ltd., have appointed Mr. Geoffrey Sutton, 51, Somerton Road, N.W.2, to be advertising representative for the Aero Field.

Business Efficiency Show
The eleventh Business Efficiency
Exhibition organised by the Office
Appliance Trades Association will be held from February 9-19 at the Central Hall, Westminster.

An Explanation

Messrs. A. J. Wilson and Co., Ltd., inform us, with regard to their announcement which appeared in our issue of December 10, that they are always pleased to see friends of the Press whenever they have anything special to put forward, but if they would assist by keeping to Thursdays for routine matters, it would greatly assist the new members of the staff.

An Important Visitor

Mr. D. H. Pollitt, director of sales and advertising of the DeForest Radio Corporation, Toronto, has arrived in England to make a study of the radio industry in England and on the Continent. When the DeForest Radio Corporation was formed in Toronto, Ontario, in 1923, he became associated with that company, and has directed the marketing of their products from a volume of 700 sets the first year to 40,000 units at the present time.

A Cider Perplexity
Mr. D. Manning, horticultural superintendent to the Devon County Council, points out that a well-organised advertising campaign has resulted in an enormously increased demand for cider. the boom has been such a great one that the makers are being placed in a difficult position, the demand created for the article outstripping the supply of the raw material. It has therefore been decided by a conference of all the interests in Devon to embark upon a scheme of orchard renovation and replenishment.

Agency Amalgamation

The amalgamation is announced of two Midland agencies—Varcoe & Richards of Leicester, and the Andrews Advertising Service of Nottingham. The new organisation will be called the Tellmore Advertising Service, Ltd. The head office will be at the Clock Tower, Leicester, and the Nottingham office will remain at 14, Pepper Street. The first directors will be Wm. Andrews, H. W. Hazlehurst (secretary), and A. G. Richards. Rate cards are requested from all publications except those financed by the trade in alcoholic liquors or the betting business.

More Mustard Eaten

Colmans have announced that the consumption of mustard has increased by 50 per cent. since the Mustard Club advertising started.

Trade Journals' Programme
The Trade and Technical Journals'
Bureau has issued its programme for 1927, which shows a keen desire to carry on the splendid work already done. journals who are members are being exhibited at stands at two British exhibitions, the Leipzig Fair and other international fairs as funds permit. All journals obtain many privileges and special services, both at exhibitions and the central offices.

(Continued on p. 546)

## Details of 1927's GREATEST ADVERTISING BARGAIN

OF the 12,000,000 Sunday newspapers sold every week in the British Isles considerably more than 3,000,000 are copies of the

## NEWS OF THE WORLD

No other means exists of reaching so many homes without waste or duplication.

The cost is less than  $\frac{3}{4}$ d. per inch per thousand copies as compared with an average of  $2\frac{1}{4}$ d. per inch per thousand copies for the 9,000,000 other newspapers.

THE NEWS OF THE WORLD Net Sales greatly exceed 3,000,000 every week 6, Bouverie Street, London, E.C.4



#### A HARVEST NOW

Through the "rainy days" and the sunshine, through the lean years and the prosperous, the SOWERS have continually scattered the seeds of goodwill and reader-confidence.

And now there's a plentiful harvest for advertisers in this most fertile field in England—the great tenmillion district around Manchester covered by the

### DAILY DISPATCH & EVENING CHRONICLE

TALLIS HOUSE, TALLIS STREET, LONDON, E.C.4.

And at WITHY GROVE, MANCHESTER.



AD, NEWS IN BRIEF-

Rate Cards Wanted
Barry Dec. Barry, Briant, Ltd., 177, Fleet Street, E.C.4, ask for rate cards of all publications.

"Daily Chronicle" Transfer

Arrangements have now been completed for the sale and purchase of the controlling interests in the United Newspapers (1918), Limited, the proprietors of the Daily Chronicle, Sunday News, and other associated newspapers, but the transfer will not take place until the New Year, when Lord Reading will become chairman of the company.

E.M.B. Poster Frames

Aberdeen Town Council has received an application from the Empire Marketing Board for permission to erect frames in which can be displayed the E.M.B. posters. The Board requested the Council to allow one of their officials to assist the Board's representatives in the preliminary selection of some ten to fifteen sites. The Council has agreed to fifteen sites. The Council h grant the assistance desired.

Britain at Leipzig

S. A. S., Ltd., are forming a British section of the Leipzig Spring Fair to be held from March 6-12. Support has already been obtained from well-known textile firms, and there is every indication of a strong British representation in the Ring-Messhaus. The average rate for stands is 5s. per square foot, and S. A. S. Ltd., have issued a brochure giving full information to intending exhibitors.

Foreign Lottery Danger
The National Vigilance Committee have circularised members of the Advertising Association, pointing out the fact that advertisements are being received in this country concerning a German lottery. The copy contains no suggestion of a lottery, but merely speaks of "invest-ments." It is recalled that a penalty of £50 is imposed for printing or publishing any advertisement in relation to a foreign or illegal lottery.

Sells Social Evening

Last week Sells Social and Sports Club held their Christmas dance at Victory House, Leicester Square. A very delightful evening was enjoyed by 150 members. Mr. W. N. Howlett made an efficient M.C. The opportunity was taken of thanking Mr. G. J. Wehl for his work in helping to establish the club, and in acting as secretary during its first year. Great regret was expressed that his leaving London necessitated his resignation.

Joint Advertising Campaign Representatives of the L.M.S. L.N.E.R. companies, at a meeting held in Dunoon last week with Dunoon Advertising Committee, decided to institute a joint advertising campaign throughout their systems for next season. Dunoon's contribution amounts to £370, of which £200 will be spent in newspaper advertising and £150 in posters. It was agreed that the railway companies would contribute a similar amount between them.

Bath's Publicity

Mr. John Hatton, director of the Municipal Publicity Department, has been carrying on an advertising campaign to bring people to Bath during the holiday season. The scheme included a good Christmas poster and the Bath Christmas Book, distributed to the principal railway companies and travel bureaux. A series of Press advertisements has been appearing in seventeen leading London and Provincial dailies and in many of the popular weeklies.

#### Defence of Poster In Advertisers

B.P.A.A. Secretary's Reply to a Recent Criticism

R. GEORGE F. SMITH, secretary V of the British Poster Advertising Association, has sent to the Mackintosh of Mackintosh the following letter with regard to his attack on hoardings and posters, Mr. Smith stating that as the attack was given so much publicity he thought it only fair to send a copy of his answer to The Mackintosh to the

I notice that you made a "strong protest against the increasing practice of spoiling the natural beauties of the Highlands by hideous advertisements" and "the disfigurement of the countryside by the erection of advertisement hoardings," at a meeting of the County Council at Inverness.

As the secretary of the British Poster Advertising Association, I wish, first, to say that my Association is strongly against the desecration of beauty spots. and, second, to point out that reputable poster advertising contractors are not responsible for any spoliation. The responsible for any spoliation. trouble arises not from hoardings, but from enamel, wood, electric and motor

signs, and the ugly advertising boards in the open fields which local authorities already have the power to remove. Poster advertising contractors, as a body, are aware that the best place for advertisements is the town, and that advertising which lessens, say, the loveliness of a glen is worse than useless because it

annoys the very people it should attract.

Any untidy, disorganised, badly-kept hoardings existing to-day are seldom the property of recognised poster adver-tising organisations. "Fly-posting" that is the indiscriminate posting of bills on any site that offers itself without reference to the wishes of the owner, on dilapidated buildings, trees, fences or wall spaces—has done much to bring disrepute to hoardings, though, happily.

the practice is decreasing.

One of the most important objects of

my Association is to improve all out-door advertising, and that success is attendant is shown by the betterments which have taken place in the construction and appearance of hoardings and the posters placed upon them.

#### Fleet Street Forty Years in Fleet Presentation to Mr. "Willie" Trash

NE of the happiest presentations organised in Fleet Street took place in the Board Room of David Allen Services on Thursday morning of last week.

A little gathering of friends had assembled to pay to Mr. E. J. "Willie" Trash "a tribute from friends in Fleet Street, to mark your severance from the firm of Colman and Co." Mr. E. J. Smith, managing director of Wincarnis, made the presentation, which consisted of a handsome cheque subscribed by no fewer than 108 of Mr. Trash's friends, a little script containing the names of the sub-scribers and a sincere expression of affection and a leather wallet in which to

Mr. Smith said that the name "Willie" was a sign of the affection felt for Mr. Trash by his friends. A man's wealth should be measured by the number of his friends and the quality of their friendship, and during his forty years in Fleet Street Mr. Trash had been universally loved.

Lt.-Col. Hutchison said that Mr. Trash had stepped right into the "Street's" heart. He hoped that Mr. Trash would be associated with David Allen Services for another forty years, since he had been made head of the rates department of the company—although Mr. Trash did not know that officially.

Mr. B. A. Ling also paid a tribute to

the unfailing courtesy, personal cheerfulness and willing co-operation always received at the hands of Mr. Trash.

Mr. Trash, thanking all his friends for their words and for their gift, said that the last forty years had been thoroughly happy.

#### NEW NOTES IN CHRISTMAS COPY -(Contd. from p. 584)

of Christmas time immortalised by Charles Dickens.

The half-page in the Daily Express put out by Selfridges was typical of the way in which a big store has tried this year to introduce into their advertisements a novel touch that attracts immediate attention by its very newness, and, having attracted attention, puts across the real message of the thousand-and-one gifts that can be purchased at their store. An advertisement in the Sunday Express was an example of the way in which the firm set out to convey the idea of the immense variety of gifts that is to be found within the buildings, and the suitable decoration endowed the copy with an atmosphere and spirit of Christmas.

The most noteworthy development in store advertising this season has been the introduction into copy and lay-out of novelties that, in themselves, create interest and, in many instances, amusement and wonderment, but, at the same time, carry a definite message about the merchandise that they are trying to sell. Combined skilfully with practical suggestions of novel gifts, and put into print without any overcrowding of the space that might hinder clear presentation, this development is worthy of note in that it is a distinct advance on the store Christmas advertising of former years.

The chief new note in the Whiteley advertising is the use of a signed article by T. P. O'Connor, on the "New Whiteley Store." The article is surrounded by illustrations of a number of suitable gifts, and a photograph of "Tay Pay" in the centre of the page attracts attention to the copy.

#### LUB NOTES & **NEWS**

Fleet Street and Advertising Club-First Annual Meeting

The First Annual General Meeting of the Fleet Street and Advertising Club, Ltd., will be held at the club premises on Monday, January 10.

Manchester-Associate Section Whist Drive and Social

On Tuesday of last week the Associate Section of the Manchester Publicity Club held its first social event at the Kingston Restaurant, when a company of nearly sixty members and friends were

The programme opened with a whist drive, for which prizes had been very generously provided by Mr. Spencer, of the Northern Photo Engraving Co., the the Northern Photo Engraving Co., the C.W.S. (Boot Dept.), Messrs. Oppenheimer, Messrs. Lochead & Howard, Messrs. Angus Watson & Co., Ltd., Mr. H. Cooke, Mr. A. Phillips, and the Manchester Publicity Club.

Amongst the prize-winners were Mr. F. John Roe, vice-president of the Publicity Club, Mrs. H. Cooke, the wife of the vice-chairman of the Associate Section, and Mrs. A. Phillips, the wife of the chairman of the Associate Section Social Committee.

After whist an adjournment was made for refreshments which were followed by an entertainment arranged by Mr. Harry Grime, the genial secretary of the Publicity
Club. The delightful songs by Mrs.
Harry Grime and the mirth-provoking
humour of Mr. Jock Mackay were particularly appreciated.

In the course of the evening Mr. Cooke made an appeal for wider membership of the Associate Section, which was displaying a virility bound to be of benefit to all its members.

Although this is the first social event staged by the Associate Section, it was so much enjoyed by those present that Mr. Phillips, as chairman of the Social Committee, is contemplating more ambitious efforts for the future.

Publicity Club of London - Mass Psychology

In addressing the Publicity Club of London, on December 20, Mrs. Pankhurst said that she was neither a philosopher nor a theorist on the subject of "Mass Psychology," and at the outset she would like to translate this phrase into "How to deal with human nature.

She said that she would like to take her audience back to the very beginning of that movement, which used to be called "The Movement for the Enfranchisement of Women," or "The Movement for Women's Suffrage," but came to be described in the terse expression "Votes for Women." The adoption of that terse expression was in itself a triumph of advertising.

She gave an account of the political meeting at the Fleetway Hall, Manchester, in 1905, which really inaugurated the Votes for Women movement, when Miss Annie Kenny and Miss Pankhurst endeavoured to get a question answered and were arrested for causing a disturbance. This was a way of advertising which would not recommend itself to many, but it was one of the most successful pieces of publicity that has ever been got at so small a cost in the history of this country.

There were still many people who did not realise that the militancy adopted by

#### WHAT'S ON

Aldwych, Hotel Great Central, Saturday, Children's Party.

Publicity Club of London, Hotel Cecil, 7 p.m., Monday, "How the Advertiser and the Plate-maker can Help Each Other."

Oxford, Tuesday, "How to Use Your Local Press to Increase Your Business."

Hull, Assembly Rooms, 7.30 p.m., Wednesday, Gala Night.

Regent, Caxton Hall, 7.30 p.m., Wednesday, "Advertising Clinic."

the Women's Suffrage movement was based on a carefully thought-out plan, and went so far as it was necessary and never any further. Every fresh move made was made with the purpose of preventing the cause being pushed back, and if any movement became unnecessary it could have been stopped at once. From time to time there were periodical truces to give an opportunity to the Government to put their principles into practice without suffering loss of dignity.

The campaign was carried on from 1906 to 1914. From 1914 until 1917 not a word was said about Woman's Suffrage until 1917, and in 1918 the final ratification to the enfranchisement of women was given in the House of Lords.

After the General Election it was felt necessary to move their headquarters from Manchester to London to be near the Houses of Parliament, the seat of the Government. They didn't know where the money was to come from, but in faith they moved their headquarters, and from that time never looked back, but always had the money they needed.

Those engaged in advertising know that if you offered something to the people after you have satisfied yourself it was a good thing you never looked back. That was why the Women's Suffrage movement succeeded, because it drew many to it by the best that was in it.

Mrs. Pankhurst then explained the incident when the windows for a wide area in the West End were smashed by her followers. This was the "argument of stones," and had always been the argument of stones," ment of man on slight provocation.

Earlier in the evening the Chairman had

presented to Mr. A. Stanley Beddoe the Public Speaking Section's competition evening. The cup was the gift of Mr. evening. The Keith Martin.

Cardiff-Eloquence an Aid to Advertising

Captain F. Harris Beor addressed the Cardiff Publicity Club at the Royal Hotel last evening on "Public Speaking as an Aid to Publicity."

The Lord Mayor (Alderman William Grey) presided, and was supported by the Lady Mayoress (Mrs. F. Jenkins). Prior to the lecture the Lord Mayor presented a cheque for £10, the gift of the Club in conjunction with the South Wales News and Western Mail, to Miss R. Howland, the winner of the competition amongst art students at the Technical College for the best poster designed to advertise Cardiff.

In handing over the prize, the Lord Mayor said, amidst applause, that the poster had been accepted by the Cardiff Development Committee and would be shown throughout the world.

Captain Beor said they could not overestimate the power of speech. Great as was the power of the written word, it was dumb when compared with the spoken word. Much of the advertisement value of an article was dissipated by the inability of the salesman to give full and complete expression to the advertise-ment. Many of the heads of their concerns were taken up more with the advertisement than with the question of educating the salesman. He would like to bring home to them how essential it was that salesmen should receive that power. In these days of industrial strife, when they had mentally analysed the leaders of the Trade Unions they would come to the conclusion that in every instance a particular leader had been chosen solely because of his public-speaking ability. Coupling the subject with salesmanship, he would say, "Know what to say, know when to say it, know how to say it, and above all, know when to stop." Many a salesman talked himself into and out of a sale.

He had been amazed at the misuse to which the King's English was put by school children. In their universities, public schools, and elementary schools not five minutes were given to the art of elocution.

At the close of the address the speaker was accorded a vote of thanks, on the motion of Mr. J. E. Emlyn-Jones, seconded by Mr. A. Hauser.



The Lord Mayor of Cardiff making the presentation to Miss R. Howland, on behalf of the Club

#### CLUB NOTES AND NEWS-(contd. from p. 547)

Glasgow—Advertising a Technical Product

Speaking on the subject of "Advertising a Technical Product" at the weekly meeting of the Publicity Club of Glasgow, last Friday, Commander Ellis, advertising manager of Nobel Industries, Ltd., dealt principally with the experience of his firm in launching forth recently with a new product named Belco, a cellulose finish for motors and other vehicles, furniture, etc. Having definitely announced that the material had passed the experimental stage, inquiries were invited from the motor trade.

A market research was also carried out gauging the possible market for the product and the firm found that not only could the material be used for motors but that its application might be extended to trams, trains, etc. Then, having named the product, Commander Ellis stated that the firm staged a large demonstration by which they were able to show to the motor trade how the material should be used. Before their salesmen went out to sell the material they were instructed in the art of spraying or painting their motor cars so that they would be able to properly explain the properties of the finish to the trade. In his opinion the secret of advertising technical products was to be prepared to give service to your customers and let them know that you were able to show them how to use your goods.

Speaking generally on advertising, Commander Ellis remarked that in the general up-lift in the business, which publicity clubs all hoped to see coming in the near future, any reforms which eventually took place would come from the bottom by the right type of young men being brought into advertising. There was a large attendance of members and the chair was occupied by the president, Mr. Alexander McKenzie.

#### Glasgow—Passing of Two Club Members

The Publicity Club of Glasgow has suffered a great loss within the last few days through the death of Mr. Warwick Reynolds, the eminent black and white artist, and Mr. W. S. Standring, of the firm of John Laird and Son, Ltd. Sympathetic reference to their passing was made by Mr. Alexander McKenzie, president of the club, at the weekly lunch last Friday, and as a token of respect for their fellow members the gathering reverently observed a minute's silence.

#### Publicity Club of London—"Good-Luck" Gala

The Publicity Club of London has pledged that the "Good-Luck" gala, which it is presenting at the Hotel Cecil on Friday next, will be seven of the happiest hours of the year.

The pleasurable night will revolve around the Luck of Sevens. It is already made known that the festive event begins at 7 o'clock on January 7, 1927. A

committee of seven have been banded together to make the happiest time possible and their efforts are concentrated on making every item of the evening different and unusual.

Novel happenings will be introduced during the dinner. Arrangements have been made with the Daily Express for specially conducted community singing items. Stunts and surprises will follow in quick succession and hosts of gifts and prizes will be showered upon the guests.

Then there is 'The Cake of the Seven Candles.' This has been specially made and presented by J. Lyons & Co., and will be disposed of to benefit the N.A.B.S.

There will be so many good things to hear that Messrs. Burndept have generously undertaken to instal their loud-speakers so that nothing shall be missed. There will be over 700 guests and the Grand Hall, the Victoria Hall and all the adjoining rooms have been secured to accommodate them.

#### Leicester - Inaugural Meeting Early in New Year

The plans for the launching of the Publicity Club of Leicester are now almost complete and the inaugural meeting is to be held in January.

The Mayor of Leicester (Alderman T. W. Walker) has consented to be the first president of the club.

#### Fleet Street and Advertising— Annual Christmas Luncheen

The amalgamation of the Fleet Street Club and the New Advertising Club was celebrated by a large and merry party of the members at the Christmas luncheon which had long been an annual affair with the original Fleet Street Club. This year's luncheon was held at the King's Hall, Holborn Restaurant, and there were nearly 300 people present under the chairmanship of the Club's President, Mr. E. W. Folkes. The keynote of the event is informal jollity and there were no set speeches, the tendency being for anyone's health to be toasted by any group of his friends in a distant part of the hall. The only serious business of the gathering was the collection by Mr. Sidney Coram of funds for the entertainment of the children at St. Bartholomew's. He "held up" everybody most successfully, raising a total of £52 10s.

#### Provincial Newspaper Representatives—Annual Dinner

The provincial newspaper representatives (assistants) held their second annual dinner at the "Devereaux" on December 22. Real Christmas fare was followed by musical items from the members present. The guest of the evening (representing the managers) was Mr. A. Popham; other guests were the junior members of the advertising agencies' staffs.

The following gentlemen were responsible for the various toasts: Messrs.

Popham, Roebuck, Jackson, Prichard, Gunning, Harris, Cox and Ilott.

Among those contributing to the musical programme were Messrs. Cox, Ross, Gunning, Prichard, Jackson, Channing, Robinson, and Bailey.

Mr. George Jackson occupied the chair.

#### Ulster—Gifts from New Zealand and America

At a meeting of the Council of the Advertising Club of Ulster, the president (Sir Robert Baird, D.L.) accepted on behalf of the club a portrait of the Rt. Hon. W. F. Massey, who, while Prime Minister of New Zealand, had paid a visit to Northern Ireland. The portrait was the gift of the Dominion Government.

Other gifts received by the club included a gavel made from the wood of the original flagstaff which surmounted the Independence Hall, Philadelphia, at the Declaration of Independence, and a replica of the key of the Independence Hall.

These were given by the Poor Richard Club, Philadelphia, who also sent two associate badges for presentation to Mr. G. H. Oswald Strick and Major J. M. Henderson, chairman respectively of the Programme and Educational Committees, for their activities in introducing to Europe prescribed courses in advertising of the Associated Advertising Clubs of the World.

Twenty-six students are taking the course in advertising conducted by the Educational Committee.

#### Nottingham — Successful Year Reported at Annual Meeting

Presiding over the annual meeting of the Publicity Club of Nottingham on Monday of last week, the retiring chairman (Mr. W. R. Derwent) said that the club had made a very good start indeed. He paid a cordial tribute to the services of the Hon. Secretary and the Hon. Treasurer.

The Hon. Secretary (Miss Ramsden) reported a successful inaugural year, the optimism of the promoters having been justified. She found at the annual conference of executives of Publicity Clubs that the Nottingham club was considered to be one of the most progressive in the country, and was held up as a pattern for all new clubs to follow.

The Mayor (Councillor J. H. Freckingham) had consented to become President, and the following were elected Vice-Presidents: Sir Harold Bowden, Sir Charles Starmer, Colonel C. W. Birkin, Messrs. J. Boot, T. S. Bavin, W. C. Church, Ald. E. Harlow, Prof. A. W. Kirkaldy, Ald. C. Foulds and Mr. D. Eley.

Mr. Derwent was re-appointed Chairman, Mr. J. W. Naake was elected Vice-Chairman, Miss Ramsden was the only nominee for Hon. Secretary, and Mr. G. Green for Hon. Treasurer.

To the executive committee Madam Baildon Smith, Messrs. M. L. Daniels, R. S. Johnson, T. W. Mays, S. R. Smith and A. B. Ashbourne were elected.

A concert and dance followed.

## Put Ideas in your campaign It sells in the home

## H. G. Wells on Advertising in "The World of William Clissold."

"It was in periodical publications that the greater future of advertising lay, he believed, and particularly in monthlies and weeklies. They were left about the house, and were turned over again and again by different people."

> To-day it is recognised more than ever before that magazine advertising represents an essential factor in every campaign, national or mail order.

> Magazine advertising endows a campaign with permanence, whilst pulling its full weight with other media, so far as immediate results are concerned.

Nash's Magazine holds a unique position as it contains only the new and unpublished work of the finest authors and artists in the world.

You must be in the magazines. If your appropriation doesn't enable you to take space in others, make sure you are in *Nash's* at least. Be there regularly with over 200 of the keenest advertisers in the country.

## NASH'S MAGAZINE

Send for rates and particulars:—

BURTON A. LING, Advt. Manager, 153, Queen Victoria Street, E.C.4

Phone: - Central 6591.

Northern Advertisement Offices, 1, Princess Street, Albert Square, Manchester.

#### Publication Notes and News

Midland Papers Amalgamate

Commencing with the first issue of the New Year the Peterborough Advertiser will incorporate the Hunts County News, St. Ives Times and St. Neots Chronicle, which has been printed and published in Huntingdon for more than 32 years.

The B.I.F. Catalogue

A remarkable feat in connection with the organisation of the British Industries Fair is the preparation by the Department of Overseas Trade of an advance overseas edition of the catalogue in English, French, German, Dutch, Swedish, Danish, Spanish, Italian and Portuguese, which is to be ready seven weeks before the opening of the Fair (February 21).

An Advertising Competition

The proprietors of the North Cheshire Herald series of newspapers in their issues of December 3, 10 and 17, ran a competition for their readers who were asked to place the best six advertisements in each issue. During the three weeks 15,778 votes were given to the six advertisements. The advertisement placed first was the work of Mr. J. W. Hallowell, retail advertisement manager of the North Cheshire Herald.

Successful Christmas Party

The Bazaar, Exchange and Mart's kindly thought was greatly appreciated on Christmas Eve, when they gave a party to the poor children of "Newspaperland" in the Memorial Hall, Farringdon Street. Mr. Stanley F. Stephens was chairman, and the entertainment arrangements were in the hands of Mr. R. F. Ould. Nearly a hundred voluntary helpers made the party an immense success, and such tal-ented artistes as Miss Betty Chester, Miss Mimi Crawford, Mr. Anton Dolin and others gave their services.

List of Scandinavian Papers

De Forenede Annoncebureauer, Copenhagen, have issued a 56-page register of leading Scandinavian newspapers and periodicals. It is prepared for the use of advertising agencies, and contains not only the name of the paper, but the width of the column, series discounts, circulation and agents' commissions. The book will be sent free to any agency interested.

New Review Issued

The first number of the London Weekly, the new weekly review, appears to-day, December 31, dated Saturday, January 1. December 31, dated Saturday, January 1. It contains articles on Empire Policy by the Rt. Hon. L. S. Amery, M.P.; by Major Walter Elliot, M.P., on some recent scientific work of the Empire Marketing Board; by Lord Apsley, M.P.; on "The Australian Aboriginal"; by the Deputy Keeper of Westminster Hall on "The Traditions of Westminster," and others others.

#### Increase of 125,000 Copies

The guaranteed circulation of Everybody's Weekly last week was 343,000 copies. This is more than 125,000 above the figure for the corresponding week last year.

#### Fine Yardley Booklet

Ronald Massey has just executed a very fine perfumery booklet for Yardleys. The drawings are all by his own artist, Miss L. Gee. They are produced by photogravure and the soft effects are splendid. The illustrations show, in unusually attractive manner, the range of gift boxes offered by the firm. The daintiness of the perfumes is ably portrayed by the daintiness of the illustration.

1,236 Pages
The Hotel Review has maintained its rate of progress during the past year. From 552 pages of advertising in 1921, it has steadily increased to 1,236 pages this vear.

Developments in Bradford

A good deal of interest has been evinced in the newspaper world in the North owing to the absorption of the Yorkshire Evening Argus by the Yorkshire Observer and the Bradford Evening Tele-On the day following the suspension of the Yorkshire Evening Argus, the Yorkshire Evening Post produced a special Bradford edition. There was a fleet of motor ears rushing between Leeds and Bradford conveying these special Bradford issues. It is stated that the circula-tion of the Yorkshire Evening Post in Bradford and district has doubled. On Monday, December 27, the Yorkshire Post also commenced a special Bradford edition.

#### Similarity

Messrs. Mather and Crowther, Ltd., have drawn our attention to the two adver tisements which are reproduced herewith.

The Mellin's advertisement appeared in the Daily Graphic on June 7 last.

These cases of similarity are becoming more infrequent. They have occurred in the past because some unscrupulous person posing as an advertising expert has sold the adaptation to an unsuspecting





From all Chemista and Stores, 2. per tin (2/3 upcountry).

Send 6d Stamps for 1 size tin rust free. INVALACTIC, Box 1966, Durbas

Invalactic advertisement appeared in the Cape Times of October 26.

The similarity of idea in lay-out, illus-

tration and wording is so noticeable that it is difficult to believe that coincidence can be the explanion.

dvertiser. This type of "pirate," however, is gradually being eliminated from the profession as a study of current advertising becomes more general among advertisers.





TALLIS HOUSE, TALLIS STREET, LONDON, E.C.4, & WITHY GROVE, MANCHESTER

#### "which is the admiration of the newspaper world"

Another appreciation for Percy Brothers' **Printing Service** 

"Dear Sirs,

"We greatly appreciate your splendid co-operation in producing a publication which is the admiration of the newspaper world and of which we feel sure you are as proud as ourselves."

#### **PERCY**

Brothers, Ltd.,

THE HOTSPUR PRESS. Whitworth St. West. MANCHESTER

'Telephone; Central 6894/5. Telegrams: "Hotspur, Manchester."

London Office: 170, Fleet Street, E.C.4

Telephone: Central 7641.
Telegrams: "Jonagoni, Fleet, London."

#### More Christmas Calendars

How Some Firms are Greeting their Advertising Friends

The Associated Daimler Company, Ltd., have issued to their friends copies of Letts' Motorists' and Motor Mechanics' Diary, which contains a mass of useful motoring information as well as a full year's date entries. Useful desk pads have also been sent out.

The Roneo indexed diary is rather unusual. Each month is indicated by a celluloid tab, which enables busy executives to turn to the desired month with a minimum of trouble. Moreover, each day in the month is also indexed on the side of the page, so that ease of reference has been brought to perfection.

The Norfolk Studio have sent out a very neat Christmas card, containing seasonable verse of interest to the advertirer.

Stephens Advertising Service, Ltd., have sent a very topical Christmas card in the form of a matrix.

The Nickeloid Electrotype Co., Ltd. have sent out an exceedingly useful wall engagement calendar.

From the Northern Echo comes a very fine loose-leaf pocket diary with leather covers, including a little note wallet. It is a handsome gift that will have everyday

Lt.-Col. Hutchison has sent to his friends a delightful little etching as a Christmas greeting. Many people know that Col. Hutchison is a skilful artist, and the exquisite etching is one of his own gems.

The Times of India has sent out a very clear calendar with a hinged back for

standing on the desk.

Greater London's Greater Press have issued a good wall calendar printed in red

Rogers and Co. Artists' Agents, Ltd., have sent to their friends a very fine desk pad. It folds into a space of 9 in. by 11 in., but opens out to display a large space of blotting paper, a tear-out memo pad, and a complete diary covered in the

same material as the whole.

From the Gas World comes a very fine Year Book and Diary. It is issued free each year to readers of the paper. This, the 80th edition, contains 878 pages, and there are 211 pages of displayed advertising from 262 firms. Nearly 3,000 people in the gas world have co-operated to produce this volume, which carries many pages of interesting statistics, figures and facts of interest and information to the trade,

Eve's Christmas calendar is unique. A cut-out in paper of the "Perfect Pair" is stuck on an oval board, and the coat and frock of the pair are made of actual material. "Eve" has a pretty silk

frock, and the appearance is admirable.

A. W. Duncan and Co., Liverpool, have produced a really attractive calendar,

with tear-off date pad.

The Exide Girl has made her appearance in the form of a very fine calendar, featuring one of Barribal's inimitable girl studies, all of which are inspired by his wife. A little character study of Barribal is included with each calendar and is an interesting development.
Palmer's Publicity Service issued to

their friends at Christmas an ingenious little pocket comb, which folded into its

case with a touch on a knob.

From the Oldham Chronicle comes a neat wall calendar, on the back of which are given the dates for 1926, 1927 and 1928.

Cramer & Co. have issued a wall calendar of considerable utility.

The calendar of Education has a transparent movable strip across the dates, along which slides a red cardboard square. By adjusting the strip and the square each day, the date stands out clearly.

The Goole Times series have sent to their friends a very neat pocket diarry,

large enough to be practical but small enough to go into the vest pocket.

From Lawson E. Trout, Birmingham, comes a particularly fine wall calendar.

The central picture of a girl's head by The central picture of a girl's head by Stanley Davis is printed in colours on silk, the silk being inset into the mount.

The picture of a page-boy who has eaten to repletion heads the Christmas card of Mr. Eric Schofield, advertisement manager of Allied Newspapers. The caption: "How much has a full page 'ad?" is certainly a seasonable conundrum.

A very jolly Christmas card comes from Mr. Thomas Dixon, embodying the spirit

of the season.

The Columbia Gramophone Co. have been sending to their agents all over the country copies of their advertisements. On the outside of the envelope appear such announcements as "Fourth Whole Page Columbia advertisement—See Daily Chronicle, front page, November 25th 1926." During Christmas week, the "Important Christmas Full Page" appeared. It was a humorous parody of a front page, showing a full page-boy, and entitled "A very full page, to wish you a happy Christmas."

Choosing a Half-tone Screen
Three-Colour Work from Black and White

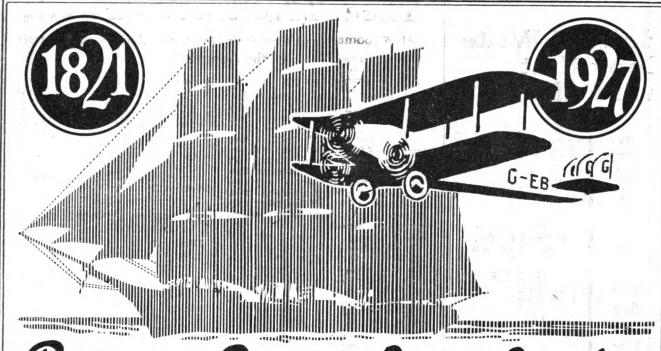
THE problem of selecting the right half-tone screen for every type of paper has been solved for the inexpert by the Nickeloid Electrotype Co., On each of eighteen pages in their new book is given an illustration of the screen to choose for different surfaces.

The examples are tipped on in each instance. The first specimen shows a 200 screen used on B.P. chromo; the second a 175 screen on the same surface. Later comes a 188 screen on art, followed by a 120 screen on imitation art and a 100 screen on super-calendered paper.

Super-calendered news and rough news are printed with 65 and 55 screens respectively, while as an example of the wrong screen to use, a 55 half-tone screen is printed on B.P. chromo.

As a pleasant alternative to the cross-line screen used in the illustrations mentioned, an example of a charcoal sketch, reproduced by the Hatt screen is given and puts the case for this screen graphically and clearly. A wash drawing reproduced by the Hatt screen is particularly interesting, since it gives the appearance of a chalk drawing, introducing all the soft effects of light and shade.

Two of the most interesting pages in the book are devoted to examples of "Necolor" work. By this process twoand three-colour half-tone work is produced direct from black-and-white copy, thus enabling advertisers to make photographs or monochrome drawings serve a dual purpose. The effects obtained are exquisite, and it would be impossible to distinguish them from original works in two or three colours.



Britain's Greatest Trade Market
INDIA

The old Britain-India Trade Route has seen great changes since the days of the sailing clippers. Clippers of the Clouds are now establishing a new and much quicker Trade Route. For 106 Years the one unchanging Trade Route. For 106 Years the one unchanging Trade Link between Britain and India has been the columns of THE ENGLISHMAN.

he Englishman

India's Influential Daily

199 Temple Chambers, E.C.4

#### How to Write Copy that will Pull

A New Book Just Out!

Make

Sure

of Your

Copy

NOW!

ADVERTISING

COPY PRINCIPLES AND PRACTICE Never before has the actual technique of writing effective advertising copy been explained in such easy - to - understand manner. Drawing from his years of experience, the author in this new book tells you what to do and why. He shows you how to write copy according to the response you desire, the appeal you wish to make, or the tone or expression you want to adopt.

#### Herrold's ADVERTISING COPY: Principles and Practice.

Principles and Practice.

—you will find quite different from any other work that has ever been published on writing advertisement copy. The actual working principles of copy-writing and layout are graphically explained and illustrated. The author demonstrates, with actual examples, how to analyse the product for pivotal selling points. Shaping ideas to the needs, wants and desires of your readers, establishing contact through rational or emotional appeal, how to test copy for its effectiveness, are all made absolutely clear. There are numerous helpful suggestions for writing display lines and captions that flag attention and arouse interest. The author shows you how to develop the body of the advertisement, to overcome objections, create desire, and prompt favourable decision. Every step in the evolution of an advertisement is shown, from the first rough layout to the published advertisement. In all, 135 actual advertisement is shown, from the first rough layout to the published advertisement. In all, 135 actual advertisements are illustrated. This book will pay you real dividends by increasing adver-tising returns and by stimulating sales. You will be sure of a copy if you will post the coupon below NOW.

#### A. W. Shaw & Co., Ltd. (Dept. A.W.), 43-44, Shoe Lane, London, E.C.4.

Despatch to me, by return, a copy of Herrold's "Advertising Copy: Princi-ples and Practice," and send invoice for the post free price of 25/- net.





#### "IMPROVE THE LOOKS" OF YOUR PACKAGE.

The production of Clarkson's Embossed Labels is a business entirely by itself. It is no more like an ordinary Printer's job than a Jeweller's work is like a Blacksmith's.

C. CLARKSON & Co., 57, Charminster Road, Bournemouth.

#### The Advertiser's Gazette

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

#### LEGAL NEWS

In the Mayor's and City of London Court, before Sir Ernest Wild, K.C., Recorder of London, last week, a claim was made by Sells, Ltd., 168, Fleet Street, E.C., against the Bond Street Tailors, Ltd., 109, Kingsway, W.C.1, for £42 10s. for advertisements inserted in the Register of Births and Deaths, a Government publication. For the plaintiffs it was stated that the defendants, in December, 1925, entered into a contract for 26 weekly insertions of a tailoring advertisement, they to have the sole monopoly for that trade. Originally, the order as obtained by the plaintiffs' traveller meant that the advertisement was to appear each week, but a short time after the contract was signed it was found that the space had been let for every fourth week from the beginning of 1926 to other advertisers.

Plaintiff's traveller thereupon saw Mr. Griffiths, the managing director of the defendant company, and explained the position, and it was agreed that the defendant's advertisement should be left out every fourth week, but should continue to be inserted until the 26 insertions were made. The first appearance of the advertisement was on January 9, and it continued on the terms arranged until August 18, 1926. Monthly accounts for three insertions at the rate of £2 10s. each insertion were sent to the defendants, and some were paid. In July the defendants set up a contention that the advertise-ments should cease in June, and objected to pay the amount then owing on the ground that the advertisement had not been inserted every week.

Evidence was given by the plaintiffs' traveller to the effect that the alteration in the original contract was made with him by Mr. Griffiths in the course of the interview, and Mr. Griffiths also gave evidence on behalf of the defendants, in the course of which he said he had no recollection whatever of any alteration being made in the original contract, namely that it should be for 26 consecutive insertions from January to June.

The Recorder said he was satisfied that the defendants did agree to the appearance of the advertisement three weeks out of four, but he said that as the contract was obtained in December there was no reason why the advertisement should not have appeared at once, instead of being delayed until January 9. He therefore made an allowance in the defendants' favour of £5, and gave judgment for the plaintiffs for £37 10s. and costs.

In the Mayor's and City of London Court, before Judge Shewell Cooper, on December 7, John Heywood, Ltd., 20, St. Bride Street, E.C., advertising contractors, sued Mr. J. Hyams, 39, Fulham Road, S.W., wireless manufacturer, for £19 10s. for an advertisement in the form of a cinematograph film at a theatre in The plaintiffs produced the contract and a scenario signed by the defendant approving the form the advertisement took, and the terms. The defence was that the plaintiffs had shown a film based upon a scenario different from what he had approved. Further it was claimed that the advertisement did not start until some weeks after January 1 as agreed. The plaintiffs thereupon

produced the scenario, signed by the defendant, and in answer to the Judge, defendant agreed that the film which he had seen corresponded with that. He denied, however, that he approved it, and said he merely wrote his name and address on it to make his address plain to the plaintiffs. Judge Shewell Cooper said that was an absurd story, and gave judgment for the plaintiffs for the amount claimed with costs.

#### MEETING TO HEAR VOLUNTARY LIQUIDATOR'S REPORT

Diamond Tag Co., Ltd., general meeting of members, January 24, 1927, at 42, Fords Park Road, E.16, at 11 a.m.

#### RELEASE OF TRUSTEE

Planck, Cornelius Hallen, lately carrying on business at 26, Henrietta Street, Strand, W.C., poster and showcard specialist. (110 of 1925.) Trustee: G. H. Acheson, 12A, Marlborcugh Brighton, Official Receiver. Place, Release, December 9, 1926.

#### INTENDED DIVIDEND

Pacifico, Louis Wolff, and Pacifico. Rosetta (commonly known as Louis Wolff Pacy and Rosetta Pacy) described in the Receiving Order as the Peerless Advertising Service (a firm), 8, Station Road, Finsbury Park, N., advertisers. (1491 of 1924.) Last day for receiving proofs, January 7, 1927. Trustee: D. Williams. Official Receiver, Bankruptcy Buildings, Carey Street, W.C.

#### FIRST MEETING OF CREDITORS

At Bankruptcy Buildings, London, on December 23, the statutory first meeting of the creditors was held of Alexander Mackenzie Hay, Ashley Gardens, West-minster, who, in February last, purchased the Encore newspaper, agreeing to become liable for the amount due to debenture holders. The debtor, who estimates his liabilities at between £7,000 and £8,000 and has no assets of value, became managing editor of the paper, but was shortly afterwards taken ill and in September possession was taken by a Receiver for the debenture holders. He attributed his failure to excess of expenditure over income, illness, interest charges, and to the expenses of and developing a newspaper which did not yield the profit anticipated. The meeting was adjourned to enable the debtor to submit a proposal.

#### NEW COMPANY

[Compiled for the ADVERTISER'S WEEKLY by the Information Bureau, Ltd., 140, Strand, W.C. 2.]

"Dress-Me" Limited (218,219) was registered on December 16 as a "private" company, with a nominal capital of £500 in 1s. shares. The objects business as art printers, advertising agents and contractors, manufacturers of and dealers in toys, novelties, etc. The first directors are: Baron Noel Reed and Charles Harold Clementson. Registered office is at Lincoln Chambers, 3, Portsmouth Street, W.C.2.

RAZOR BLADE WAR.

U.S. "INVASION.

enterprise of a Sheffield steel man

The announcement is made by the manu-

TIRM'S BOLD

of

ed

#### SHEFFIELDS **AMERICAN** SCOOP



The enterprise of a Sheffield steet mann facturer in beginning an invasion of the United States, the home of the safety razor and safety razor blades, with a newly patented steel safety varor blade, is attracting the attention of American commerce officials, says Reuter In a cost issue of the most widel areu-lated magazine in America the Sheffield concern has a full-page advertisement, headed "Free direct from England," appealing to every American using a safety razor to send to England for a free sample blade The price of the new blades, named in the advertisement, is about one-third higher than similar blades of American manufacture, but should the new blade please the Americans, the Sheffield manufacturer is likely to find he has successfully penetrated the highly competitive American steel products field and annexed for himself a profitable new trade

GILLETTE

ANOTHER QUES out America from all dealers after February

CONTRAC

WAR OFFI

Major-General Sir Frederick Sykes asked the Secretary for War whether his attention had been called to the fact that the Gillette plants and factories at Slough and Montreal plants and factories at Slough and Montreal are the property of an American company and that the registered capital of the English Gillette company is no more than £6,000

Whether these facts were included in the application of Gillette Safety Razors, Ltd., to be placed on the War-Office list: and, if not, and if the facts are correct, whether he would cancel the present contract and reopen it to all British manufacturers. Also whether the recent War Office contract for razor blades stipulates the use of British steel, and what practice was followed in placing contracts

Sir L. WORTHINGTON-EVANS writes, in

practice was followed in placing contracts

Sir L. WORTHINGTON-EVANS writes, in
reply, that the contract provides for the
manufacture of the holders at Slough and the
blades at Montreal. British steel only is being
used. He understood that deliveries are now
complete. The normal practice of the Department is to place contracts only with manufacturers, but when the manufacturer has a
sole selling agent they are obliged to contract
with that agent if they want to purchase the
goods.

FREE SAMPLE BLADE

DARWIN blades with their super-cutting rustless edges, are as different from ordinary blades as pneu matic tires are from solids. They give you a degree of shaving comfort never before even thought of. Every blade in every package is perfect, and lasts many times longer than theaverage blade. They

CAMPAIGN CONCEIVED CONDUCTED DORLAND LONDON PARIS & NEW YORK

#### 1927

The Northern Press Limited, South Shields, controlling the

Shields Daily Gazette

Shields Daily Aews

Blyth Aews Ashington Post

#### Alnwick and County Gazette and Guardian

wish their many advertisers every prosperity for the coming year.

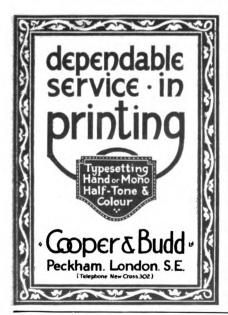
The North has every prospect of a busy time ahead, as Shipbuilding Yards and Engineering Works have quite a number of orders on their books.

To meet the needs of the North, the papers of The Northern Press should be used systematically.

For full particulars write : -

LONDON: H. Smale, 185, Fleet St., E.C.4
OR,

Advertisement Manager,
The Northern Press Limited,
Barrington Street, South Shields.



#### We Hear—

THAT the week in advertising—from the business point of view—has been a slow one for most of those engaged in it, with the exception of those busy men and women engaged on the preparation of the Sales.

THAT the Sales promise to bulk big in the newspapers for the next week or two, a conclusion one may draw from the amount of space already booked.

THAT Messrs. John Barker & Co., Ltd., forestalled their competitors with special Sale display advertisements in last Sunday's issues, when they featured a notice about sending free a copy of their 36-page "Sale Newspaper."

\* \* \* \*

THAT Margate last week-end attracted a goodly number of Fleet Street people as the place to spend a jolly holiday—which, according to all reports, they did.

THAT Mr. J. Murray Allison has been making a sojourn abroad where the sun shines, and—

THAT Mr. George Sparkes has just set off for his annual visit to the South of France.

THAT someone has started the story in Fleet Street that a popular personality in advertising is expected to figure in the New Year's Honours.

THAT this season has been an exceptionally good one for British-made toys, the sales having gone up by leaps and bounds, thanks largely to the more than usual amount of advertising expended on attractive lines.

THAT the best seller and most popular toy has been "Dismal Desmond," the product of Dean's, of rag-book fame, an associated company of Odhams Press, Ltd., and—

THAT part of this now famous dog's great popularity has been gained by the advertisements of Black Cat cigarettes, which for the last few months have featured "Dismal Desmond"—who has proved a real prize-winner—as their premium prize for coupon collecting.

THAT Mr. Tom Kirby has terminated his engagement as advertisement manager of Reynolds's Newspaper.

THAT the late Mr. William Scrimgeour, of the old-established advertising agency of John Scrimgeour, Glasgow, left £30,706.

THAT the shop-keepers of Buchanan Street, Glasgow, have amalgamated in the production of a beautifully illustrated booklet setting forth the possibilities of this street as a shopping centre.

THAT a scheme is being discussed to hold an Empire Exhibition in Edinburgh in July and August next.

THAT Mr. H. Casaubon Derwent, J.P., who has been one of the most active of men in all that pertains to newspaper and advertising business, is at present in indifferent health.

THAT among the changes of accounts to be chronicled at this time of year are the taking over of State Express advertising by Messrs. John Haddon & Co., and—

THAT all the lines advertised by Nestle's Milk will in future be undertaken by the London Press Exchange, Ltd., also—

THAT the control of Grape Nuts has passed to the Winter Thomas Co., Ltd., who for some considerable time now have handled the same firm's advertising of Instant Postum.

THAT Councillor J. Stanworth, J.P., the Blackburn advertiser of Stanworth's "Defiance Umbrellas," is president-elect of the National Chamber of Trade.

THAT advertising men are wondering what is likely to be the result of the amalgamation of Bass and Worthington in relation to the individual advertising campaigns of outstanding merit these firms have been running.

THAT Messrs. Bullough Lade & Co., Ltd., the Glasgow firm of distillers whose Gold Label blend of Scotch has for some time been widely advertised, and Messrs. Wright & Greig, Ltd., also of Glasgow, and local advertisers of a famous blend, have been acquired by the Distillers Co., Ltd., of Edinburgh.

THAT a collective exhibition of commercial advertising will be featured by the Federation of Master Printers at the British Industries Fair at the White City in February next.

THAT nearly all the available accommodation for diners at the Aldwych Club cabaret has been booked and latecomers stand a very poor chance of being able to see the wonderful entertainment the promoters are understood to have arranged—and about which little can be learned.

THAT the late Mr. Norman E. Parsons, who was largely interested in Messrs. Ashton & Parsons, Ltd., of Phosferine fame, and Dollond & Co., the Ludgate Hill firm of opticians, left £61,034.

THAT Mr. C. F. Plowman has been elected a member of the Incorporated Society of Advertisement Consultants.

## The SUNDAY CHRONICLE

The Sunday Journal of the well-to-do

#### We Hear-

THAT Mr. Cyrus H. K. Curtis, at the thirtieth annual dinner of the Sphinx Club in New York, told the story of his original purchase of the Saturday Evening Post for \$1,000 when it had a circulation of 2,000.

THAT there has been quite a boom in street advertising in Dublin, no less than seven streets having formed associations to protect their interests and to advertise their shopping advantages.

THAT the death was announced last week of Sir Charles Friswell, who to a former generation of advertising men was well known in the City as the advertiser of Friswell Bicycles.

THAT the Chief City Commissioner presided at a meeting of citizens at which it was decided to hold a big civic week in Dublin in August next.

THAT Waterford citizens assembled to hear addresses on how the business of the southern city could be improved, and that the need for advertising to protect and extend its industries was emphasised.

THAT the Condensed Milk Company of Ireland, whose factory at Limerick is stated to be the largest of its kind in the world, is about to commence an important scheme of advertising in Irish newspapers.

THAT Mr. William Reid has been elected chairman of the board of the Meat Trades' Journal Co., Ltd.

THAT those noted advertisers in Old Bond Street, W., Messrs. Atkinson's, the perfumery house, whose building is one of the finest advertisements in that street of notable shop-keepers, have erected a tower with a peal of bells which, played by a celebrated Belgian carillonneur, attracted attention in the neighbourhood and in the newspapers.

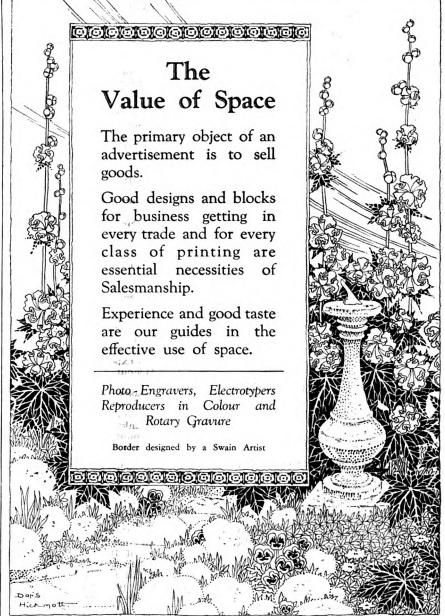
THAT Capt. Simons, late of the London Press Exchange, has been appointed London manager of the South Wales News and Echo.

THAT Mr. Donald Howat, of the Howat Agency, Glasgow, has been spending his Christmas holidays in London.

THAT Lord Beaverbrook has gone for a trip to Palestine.

THAT the Bovril and Mustard Club halfpages during the Christmas season have attracted much attention.

THAT plans for the Publicity Club of London Gala, on Friday, January 7, are practically completed, and that seven promises to be a very lucky number on that night.



#### JOHN SWAIN & SON, LIMITED 89-92 SHOE LANE, LONDON, E.C.4

GLASGOW - 332 Argyle St. MANCHESTER 10 New Brown St. Telephone: CENTRAL 9333 5 lines. Works: BARNET
BRISTOL 43 Broad St.
PARIS - 34 Bd des Italiens
Telegrams: "ISOCHROMATIC, LONDON."

## Advertise to the Workers in the World's Pictorial News

The Paper that goes out of the beaten track

ALWAYS it is the master touch that lifts everyday things above the commonplace

PERFECTOS" No. 2

Virginia Cigarettes

for  $10\frac{1}{2}$ d 10 for 50 for 100 for

JOHN PLAYER & SONS, NOTTINGHAM

Branch of the Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.

#### "COPY" CLERK

#### WANTED IMMEDIATELY

by a large firm in their advertising department.

Must be fully experienced—either in an Agency, newspaper make-up office—or large advertising department, and know advertising department routine from A to Z.

from A to Z.

His main duties will consist of keeping records of contracts, orders, spaces, blocks supplied, copy required, dates of insertion, rates, etc., supervising the despatch of Copy and Blocks. advertising and editorial matter, checking and returning proofs, keeping track of Catalogue and Folder material, etc., etc.
Copy writing and lay-out ability not required.

Must be a good typist—shorthand

Must be a good typist—shorthand an advantage, but not essential. Must be keen, loyal, conscien-tious, and not afraid of hard work.

Write, in first instance, giving fullest particulars of qualifica-tions and experience, and salary required to

Box 486, The Advertiser's Weekly, 66, Shoe Lane, E.C.4.

#### **Profitable** Advertising

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34 .

Malaya is enjoying unprecedented prosperity at the present time. For profitable advertising, therefore, firms should get into touch with the best advertising medium, that is,

THE

(ESTABLISHED 1903). Published Daily at Penang, S.S.

Advertising rates may be had on application to Messrs. C. MITCHELL & Co., Ltd., 1 & 2, Snow Hill, Holborn Viaduct.

#### CURRENT ADVERTISING

G. Street & Co., Ltd. (Serle Street) have a new appropriation in hand for Wright's Coal Tar Soap and Pitman's Schools.

Hazell Advertising are again placing for Adana and have been giving out for

Bewlay's Cigars.
Winter Thomas Co., Ltd., have new advertising in hand for Grape Nuts and Instant Postum.

Greenly's, Ltd., are taking over the account of Star Brushes and have been booking space for Carreras' White Eagle Cigarettes.

C. Vernon & Sons, Ltd., are renewing for Golden Fleece Knitting Machines.

Griffiths & Millington, Ltd., have business in hand for Norvic Shoe.

Osborne-Peacock Co., Ltd., have been passing renewal instructions for Riley's Billiard Tables and for Amami.

General Advertising Co., of London, Ltd., have been giving out renewals for Brooke Bond's Edglets Tea.

E. W. Barney, Ltd., are placing new term advertising for Gregg Schools.

Nash & Alexander, Ltd., have business in hand for Enthyrood.

in hand for Euthymol.

Pool's Service, Ltd., have again been

Pratt & Co., Ltd., are handling new advertising for Shredded Wheat.

Reynell & Son have been placing for

Nicholls and Burberry's Sale.

Westminster Service, Ltd., have commenced giving out for the new Astoria Cinema and Dance Salon.

Gould & Portman's, Ltd., have been placing new advertising for Dr. J. Collis Browne's Chlorodyne.

Publicity Specialists are giving out a new line named Irvine's Yeast-Vimal Vitamin Tonic Food.

Crossley & Co., Ltd., have again been booking space for Scott's Emulsion. W. C. Thorn has been handling a scheme

for Whiteway's Cyder and Whiteway's Ginger Wine.

Spiers Service has increased display advertising for Sea-Vitoids and Seaweena. S. H. Benson, Ltd., have in hand the

advertising of the Daily Mail Crosswords and Ballot Book scheme on behalf of the British Charities Association.

Samson Clark & Co., Ltd., have been giving out for Joshua Hoyle & Co.

David Allen Services, Ltd., are placing new instructions for Wincarnis.

Barry-Briant, Ltd., are placing for The Autoflux and Ferns Emulsifiers.

Carter, Turner & Turner & Co., Ltd., are handling "Club" Black Enamel.

Dorland Agency, Ltd., placings last week included John Watney Co., Ltd., Gieves, Ltd., Butywave, Eagle Star & British Dominions Insurance Co., and

Pratts Spirit.

R. G. Brown Agency, Glasgow, are booking for Cowieson's, Ltd., Glasgow, for their "Caley" Silos and their Composite Buildings.

Barker, Drabble & Co. are renewing contracts for van advertising for Fletcher's Tomato Sauce.

"GIBBONS knows J. J. Gibbons Limited
Advertising Agents
Cable Address "GIBJAY" TORONTO Toronto, Montreal, Winnipeg Code—ABC Fifth Edition

#### **CLASSIFIED**

#### **ADVERTISEMENTS**

Rate: One Shilling and Sixpence per line. The first line consists of 35 letters, remaining lines 39 letters. Punctuation marks and spaces each count as one letter. Minimum three lines. All advertisements must be prepaid, and should reach the Advertiser's Weekly, 66, Shoe Lane, London, E.C.4, not later than Tuesday for publication the same week.

#### Signs

HARRIS THE SIGN KING.—Pioneer of painted outdoor publicity for national advertisers.—182a, Shirland Road, W.9. 'Phone: Willesden 0257.

RUSSELL SIGNS ARE ON RIGHT LINES.—Good lettering. Original ideas. Attentive service.—20. Bride Lane, Fleet Street, E.C.4. (City 6083).

LAIDLAW 81GNS.—A dependable service. Modern productions that bring business.—163A, Strand. City 1093. Works, Harringay.

UNIVERSAL SIGNS, SINGLE-COPY POSTERS AND BANNERS give absolute satisfaction. At your Service anywhere. Universal Poster Co., 229A, Camberwell Road, S.E. 5. Rodney 3094.

ADVERTISEMENT BANNERS flown from man-lifting kites over all public events, exhibitions, race meetings etc.—For terms apply to Kite & International Sign Co., 2/3, Stonecutter Street, E.C.4.

81GN8.—Solus Sites by Road or Rail Side in all parts of the country. Schemes and estimates from Pottage & Son, Ltd., The Sign Works, Castlegate, York.

#### Service

LEARN TO WRITE ADVERTISEMENTS.—Write for our free book, "Advertising as a Career," and our special £3 3s. bonus offer, to Dixon Institute of Advertising, Dept. 28, 195, Oxford Street, London.

#### Appointments Vacant

**EXPERT CANVASSERS** wanted with connection among good firms marketing high-class goods in London and the suburbs. Apply, Box 488, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

ADVERTISEMENT REPRESENTATION. — English journal of good repute and circulation, published on Continent, requires live sole representative England, commission basis. Write fully Box 487, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

ADVERTISING.—Assistant required by Publicity Manager of large firm of British motor manufacturers. Must have a thorough knowledge of copy, blocks, type, etc. Give full particulars, age, experience, salary required.—Box 489, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

EXPERIENCED AD. WRITER and also good figure Artist. Only first-class men need apply. Write, stating qualifications and salary required to Pratt's Advertising Agency, 51, Chancery Lane, W.C.2.

#### ns Appointments Vacant Appointme

AGENTS WANTED for hand-painted posters, showcards and circularising. Good commission and tip-top workmanship.—Write Box 492, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

competent shorthand typist wanted as secretary to managing director. Experience of agency work essential. Immediate engagement. State particulars and salary required.—Box 491, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

MAKE-UP CLERK (Shorthand Typist), capable of keeping lists of advertisers, required for well-known class publications. Applicants must be efficient, courteous and capable of interviewing callers.—Reply, with particulars of experience and references, to Box 493, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

#### Wanted

LAY-OUT AND ROUGH-8KETCH ARTIST, with Agency or Studio experience, for well-paid, spare-time work.—BM/BSYH, London, W.C.1.

#### Can You Ask Questions?

Then you really ought to join us. Every fortnight you will have an opportunity to question people in the front rank of Advertising.

If you are keen to know more about your work, and want to meet other enthusiasts of your own generation — ask our Hon. Secretary for particulars

Annual Subscription 7/6d.

43, BEDFORD ST. STRAND

W.C.2.



PHONE: GERRARD 3040.

#### Appointment Required

DOES BIRMINGHAM FIRM OR STORE REQUIRE AD. MAN?—Keen, age 35, college edn., 5 yrs. eng., exp., passed I.S.A.C. exam., 1926. Campaigns, market research, copy, lay-outs, sales letters, etc. Interview next week.—Tommis, 75, Abbey Road, Erdington, Birmingham.

#### For Sale

"BEL KNAP ADDRESSOR" Rapid Addressing Machine for Stencil Addressing Plates. Hand model in good order for sale.—Apply, Box 490, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

#### Patents

INVENTIONS.—Advice, Handbook and Consultations free.—King's Patent Agency, Ltd. (R. T. King, Regd. Patent Agent), 146A, Queen Victoria Street, London, E.C.4. 40 years'references.

#### **®**

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LIVE Men and Women connected with ADVERTISING should undoubtedly join the

#### Publicity Club of London

President: The Right Hon. The Lord Mayor of London

Subscription: One Guinea per annum

Full particulars on application to the Hon. Secretary: The Publicity Club of London, 112, New Oxford Street, W.C.I. 'Phone: Museum 9583.

Specimen copy of the Club's Quarterly,
"PUBLICITY," 2/6 post free.





To Firms Seeking Wealthy Markets

#### "PINANG GAZETTE"

OldestDaily in Malaya, STRAITS SETTLEMENTS

"LA RAZON" BUENOS AYRES

London Representatives

FREEMAN & CO., 33, Paternoster Row, E.C.





THE BEST FREE GIFTS.
SOFT TOYS
Illustrated Catalogue on Request.

MANUFACTURERS, Est. 1914
THE TEDDY TOY CO.,
45, GOLDEN LANE, E.C.1.

#### Where to Buy Print

#### WE PRINT IN MILLIONS

Catalogue Printing by latest methods. Modern Type Faces. Despatch a speciality.

HUMPHREYS & Co., 74, White Horse St., :: :: Commercial Road, E.1. :: :: 'Phone: East 1298.

CHEAPEST PRINTERS IN THE WORLD



1926(to)1927



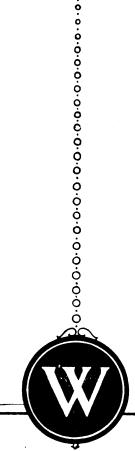
to all our valued Clients everywhere and Greetings for

1927

#### J. WEINER LTD

Contractors to HM Government
LITHOGRAPHIC PRINTERS AND
ADVERTISING CONTRACTORS

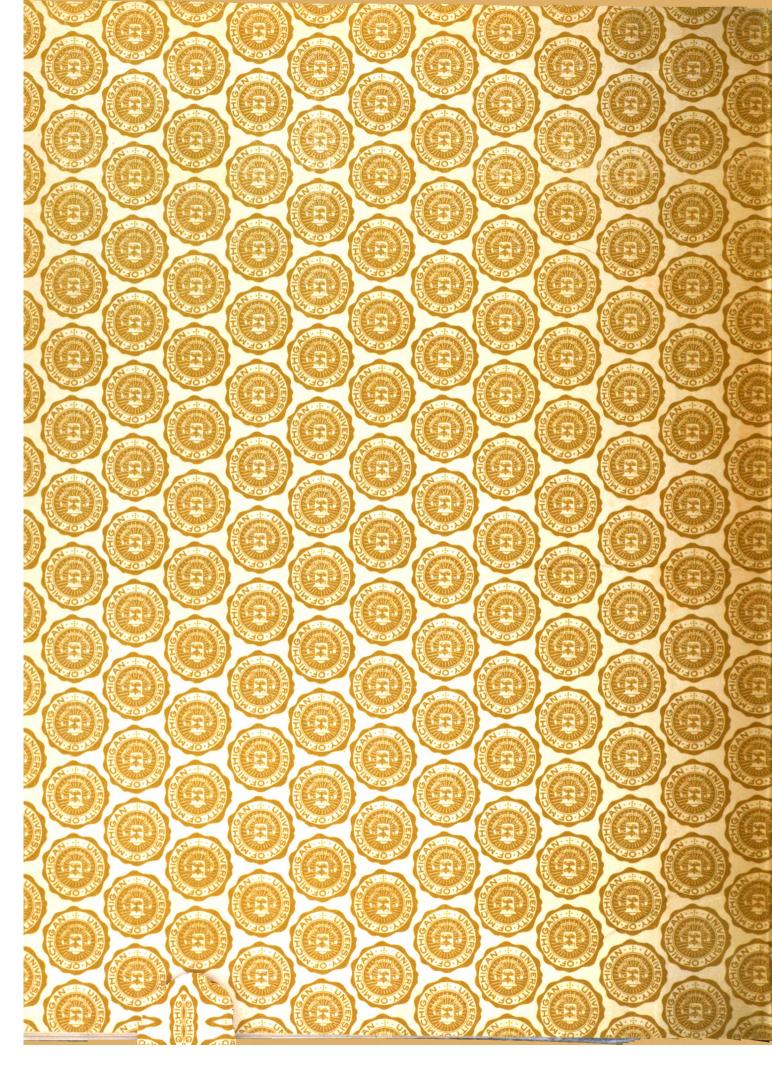
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Advertiser's weekly.

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